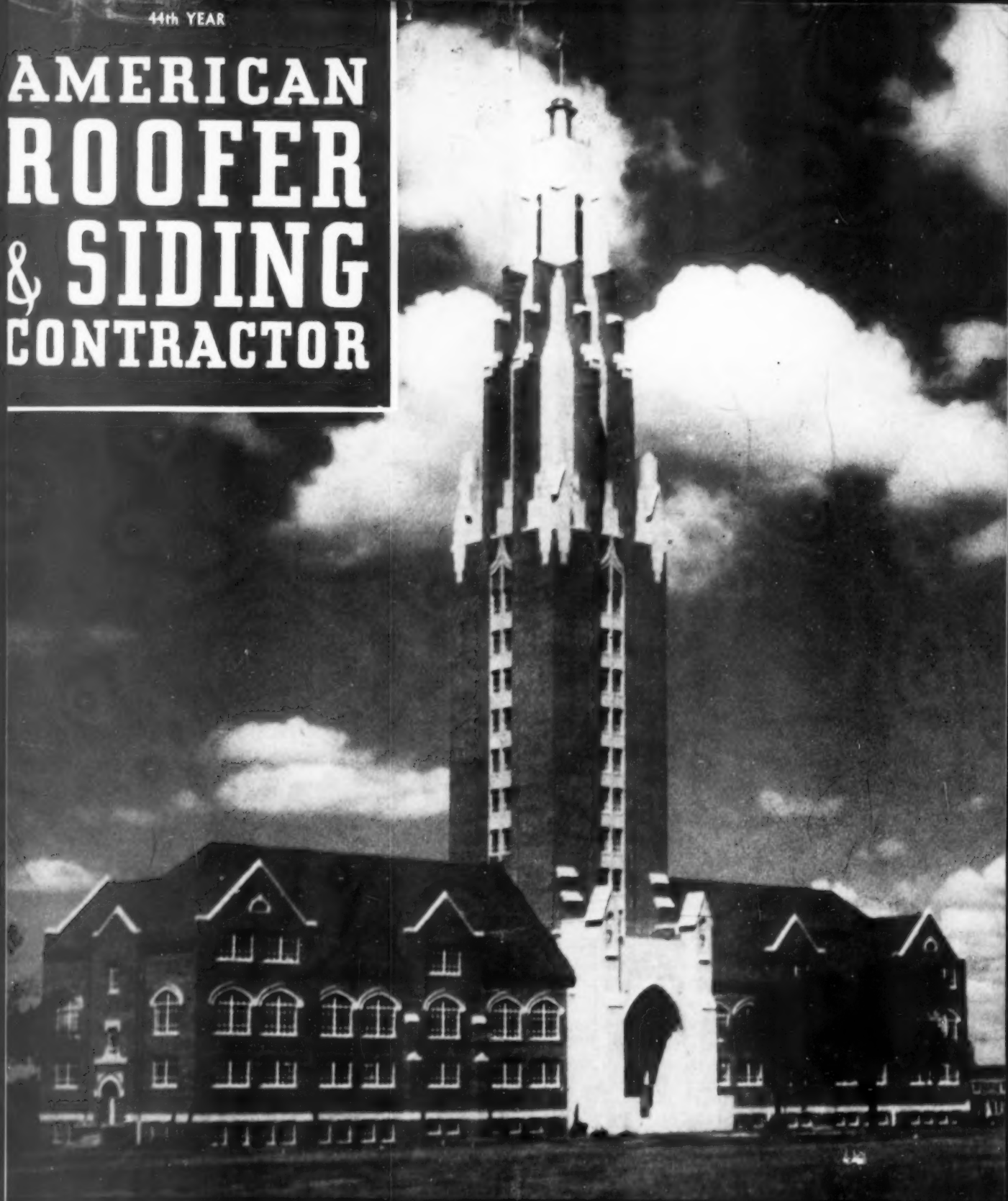


44th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



February, 1954

In This Issue

Roof Failures: Cause And Prevention
Quality Salesmanship Needed



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February, 1954

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Nailing It Down

HOW Congress will react to the plan presented by Albert M. Cole, head of the Federal Housing Administration, for encouraging the "fix-up" market, particularly as it applies to roofing, siding and home modernization will be seen in the next few weeks, as Congress gets underway with its 1954 legislative program.

The Cole recommendations, as presented to President Eisenhower included a suggestion for a new Federal housing administration mortgage insurance provision to provide liberal mortgage insurance terms to rehabilitate dwellings and build new housing in urban renewal areas.

Mr. Cole's committee suggested that down-payment and amortization terms for F.H.A. insured mortgages on existing housing be equalized with those on new construction. At present, existing housing insured mortgages are limited to 80 per cent of the value and have a maximum period of twenty years. New construction can go up to 90 per cent of the value and thirty years in the lower-cost brackets.

The committee also suggested an increase to \$3,000 from the present limit of \$2,500 on single family houses for repair and modernization loans and that the period for payment be increased to five years from the present limit of three.

On two to four-family structures the present maximum of \$10,000 would be retained but the term of repayment would be extended to ten years from the present limit of seven. On structures accommodating more than four families the present maximum of \$10,000 would be retained but the term for repayment also would be increased to ten years from seven.

Commenting on the Cole recommendations, Emanuel M. Spiegel, president of the National Association of Home Builders, pointed out that the industry could new-condition up to 250,000 housing units annually through the trade-in process and put them back on the market for low-income families, and rehabilitate up to 750,000 units through urban redevelopment and other programs.

It now remains to be seen what the
(Continued on Page 33)

AMERICAN ROOFER

and SIDING CONTRACTOR

Devoted to Roofing * Siding * Insulating * Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 44

FEBRUARY, 1954

No. 2

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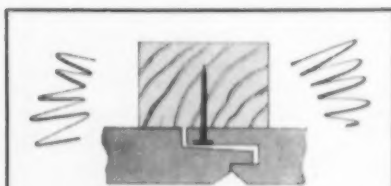
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AMERICAN ROOFER & SIDING CONTRACTOR

February

1954

Siding Manufacturers Predict:

Better 1954 year dependent on quality salesmanship

THE opinions of six experts in the siding business as to what to do in 1954 to improve roofing and siding sales can be summed up in two words: "Aim higher."

"No matter how good business has been, constructive salesmanship can make it better," says W. W. Wilson of Bird & Son, Inc. and Vice-President of the Insulating Siding Association. If it's been slipping for you, constructive salesmanship during the coming year can restore the losses and pile more profitable gains on top of them.

Certainly the market is open for more roofing and siding sales. Maybe prospective customers have become a little coy. Maybe they don't even realize they're prospects. That's why salesmanship is needed. Good salesmanship creates dissatisfaction with the status quo. It's the healthy dissatisfaction from which springs progress and better living for everyone.

The salesman is the catalyst in our society. He gives the prospect insight into a better way of life. Then he turns savings into productive dollars, dollars that buy products which pay for more products as the wheels of industry spin on. If the savings aren't

there, he plants the incentive to obtain them.

Look what a little extra effort could do in the tremendous home modernization market — already rolling along at the rate of 10 to 12 billion dollars a year. The best estimates—and they're

ON OUR COVER

One of America's newest and most beautiful university buildings rears its proud tower against a billowing Oklahoma sky in this striking Photo-of-the-Month. The edifice, Oklahoma City University's new Methodist Gold Star Memorial Library and School of Religion, was designed by the architectural firm of Winkler & Reid, Kerr-McGee Building, Oklahoma City. It is designed in keeping with the style of the rapidly growing, oil-rich Southwest.

The imposing edifice was constructed by Lippert Brothers, 2800 N. Santa Fe Street, Oklahoma City. It's durable, fireproof, roof of Philip Carey Fire-Chex shingles was installed by C. C. Cooke Co., 512 West Noble Street, Oklahoma City. The roof is an important feature of this building as its horizontal planes are spotlighted and impimented by the graceful tower soaring upward from the center of the building.

Oklahoma City University and its president, Dr. C. Q. Smith, can be justifiably proud of this latest addition to famous academic skylines.

only reliable guesses—indicate that 21 cents out of every modernization dollar goes for roofing, siding or insulation as a group. That means that the total volume for the three is in excess of 2 billion dollars a year.

The interest in remodeling is spurred by the increase in families with more than two children, the fact that many new homes have been too small for family needs, and the general prosperity of the country.

Too many times, however, according to leaders of the roofing and siding industry, the customers seek out the dealer or applicator who sells roofing and siding. The latter doesn't find the customers. These sales are the result of the times, not the result of constructive salesmanship.

Why is the distinction important? It's the difference between salesmanship being an active force—a force for progress—and an indifferent, passive force. Passive salesmanship may supply a good living for a while but sooner or later it will lose out to the people who put real ingenuity into their selling. Mr. Wilson concludes.

F. W. Lagerquist of the Celotex

(Continued on Page 22)



Blazing fire consumes conventional roof-model and causes it to collapse within nine minutes in Lexsuo conducted test. This model duplicated conditions of the recent disastrous fire at the Livonia plant of GM.



Marked contrast vividly shows effects of treatment. Fires were built simultaneously under a Lexsuo-treated model and a conventional model. After five minutes, the treated model on the left smokes slightly; conventional is engulfed by flames.

GM disaster prompts tests of new roof coatings

THE recent disaster that gutted General Motors' Livonia, Mich. automatic transmission plant and caused an estimated \$40 million damage, has spurred two construction manufacturers into intensive research on fire-retarding of roofs.

The companies, Lexsuo, Inc. of Cleveland, Ohio and Tectum Corp. of Newark, Ohio, recently concluded actual fire testing of their flame-retarding products. Tectum set ablaze a specially constructed 16 x 24 foot building whose roof and walls were covered with the company's new product, a roof decking material composed of wood fibers and chemicals. Lexsuo, in two separate tests, simultaneously burned roof panels composed of conventional types and panels coated and constructed with their own fire-retardant products.

1800 Degree Blaze

In the Tectum test conducted in Detroit, Mich. automotive industry engineers witnessed the experiment in which oil soaked lumber was set afire. According to the company, the blaze generated heat up to 1800 degrees, the steel bar joists and I beams sagged,

but the firm's product did not reach the combustible stage.

Inspection by the technicians after



Photo shows model constructed by Tectum before test. Technicians gather around recording instruments which showed 1800 degree temperature during test.



the fire showed the roof deck remained upon the sagging steel, according to reports. One engineer, D. J. Alber of Chrysler Motors, said, "After the fire, I found only a charring of about one half an inch and they still had ice on the roof." (Ice placed on the roof before the fire by the company.)

Raging Inferno

Lexsuo, which employs its Insulation Clips for fastening insulation mechanically, and Lexsuo Vapo Seal as a vapor barrier, recorded temperatures of 1400 to 2000 degrees Fahrenheit during its tests. According to its report, the standard roof panels fed by combustible gases and dripping bitumen from the roof, turned into a raging inferno. The company's special roof, however, did not feed the fire and, they said, survived relatively intact without producing any secondary fires or smoke. It was reported that fire officials at the tests commented that a fire of this type could have been successfully fought.

After conclusion of test, protected walls and roof, with only negligible damage, are removed to show effects of heat on steel frame supports; sagging I beams are clearly seen.

Your Fellow Roofers:

Front office, facing directly on busy South Claiborne Ave., hides sheet metal and sliding departments which divide whole structure equally. The insulation and roofing departments are in another warehouse a few blocks away.



Effective sales promotion keys firm's climb to top

OF six or seven large-scale operation roofing companies in New Orleans, the National Roofing & Siding Co. has become the most outstanding and perhaps the most successful—a feat due primarily to effective sales promotion. Owner Julien J. Loeb, a member of the National Roofing Contractor's Association's Board of Directors, has striven for the development of sales promotion techniques throughout his firm's 21 years existence. Serving as general manager, he has seen to it that these techniques are carried out to the fullest possible extent.

Mr. Loeb, with 10 years of experience in the roofing field, organized National Roofing in 1932 as a firm specializing in home re-roofing and individual maintenance of industrial jobs. As the firm grew, it added a complete line of sheet metal works, home and industrial building sidings, insulation and Bondstone. The latest addition brought an asbestos-spray department into operation which installs accoustical and thermo-insulation wherever needed.

"We feel that we do the largest volume of jobs for the type of business we go after," Mr. Loeb points out, adding, "regardless of the price of a job, the best of workmanship and material has always been utilized." However, the price has always been consistent with the market.

A spotless and efficient office greets



JULIEN J. LOEB

all visitors. It gives one the impression of a loan or homestead office with its dark stained walls and ultra-modern indirect lighting. National Roofing has installed its own credit and financing department located in the front office. This service was introduced to reach the white collar worker who needs 36 months or less to pay for his work.



Busy National Roofing booth conducts quiz to attract convention spectators, and at the same time point up the qualities of the company's insulation methods. The illustration shows conclusion of an Ice-weight guessing contest.

Many customers are constantly coming in to meet their payments, and this flow of new and old clients brings added business as well as additional income for the company. It is believed to have a bearing on the high rate of continuous sales from one customer.

Office Set-Up

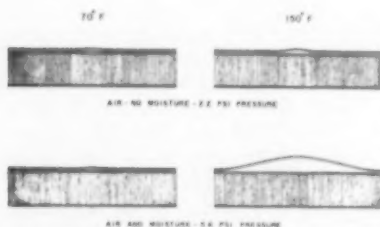
Two departments are housed directly behind the front office, which faces busy South Claiborne Ave. This structure is divided equally in half with the sheet metal and siding departments occupying the whole space. Several blocks away, another warehouse is utilized for the insulation and roofing departments, and the expansion shows the progress of the company at a glance. This is a modern masonry structure with an adjoining lot on which are maintained the company's 18 trucks and various other equipment. Every department individually manages and operates its own equipment and trucks. Mr. Loeb has constantly stressed the importance of a close relationship between management and employees, both on the mechanics and sales levels. This, he feels, is of prime importance in keeping the workers happy by making them feel that he and the other officials have an interest in their problems. As proof of this close bond, he points out that 11 of the

(Continued on Page 20)

An Expert Discusses:

Causes and prevention of roof failures

THUS far, the emphasis has been placed on analysis and investigation of the problems inherent in built-up roof construction, and the extent to which these factors influence the performance of built-up roofs. To substantiate the analysis, and to assist in solving the problems, both laboratory and field studies have been included. The following summary is mainly concerned with the prevention of roof failures and the ways in which certain factors are detrimental to the life of a built-up roof.



Pressures Developed Within Roofing Plies as Affected by Heat, Air and Moisture.

Considerable emphasis has been placed upon solid mopping of the roofing plies to obtain a positive adhesion

"Principles Affecting Insulated Built-Up Roofs" by C. E. Lund and R. M. Granum is the definitive study based on years of experimentation at the University of Minnesota Institute of Technology which was published and presented at last year's Built-Up Roofing Forum of NERSICA. Prof. Lund himself led last year's discussion at the Convention of the National Established Roofing, Siding and Insulating Contractors Association, Inc. The article here presented is of especial interest to our readers, as it is a thorough-going examination of every aspect of the problem of roof failures, their cause and prevention. This article is from Mr. Lund's book rather than an extract from the Forum transcription.

By C. E. LUND

Professor & Ass't. Director
Engineering Experiment Station
University of Minnesota

between the plies. Poor or incomplete adhesion may also result from lack of brooming down of the felts, creasing of the felts during application, the practice of strip or spot mopping, the use of materials having high moisture content, delay in application and brooming down of felts following the application of the hot bitumen, or application of bitumen at improper temperatures.

Where good adhesion between plies is not attained, a certain quantity of air and vapor will be confined between the plies. Upon a rise in air temperature and exposure to solar heat, the temperature of the roof may be increased by 80°. This rise in air temperature produces a corresponding increase in pressure where the air and moisture are "trapped." Considering air alone, the pressure increase is 2.2 pounds per square inch, or 317 pounds per square foot for an air temperature rise from 70° F to 150° F, providing no expansion takes place. If expansion takes place at constant pressure, the volume increase will be 15 percent. Of greater significance are the conditions created where small quantities of free moisture or water are concerned. If a small quantity of moisture were trapped within the roof plies and exposed to the same temperature increase of 80° F, the vapor pressure rise is approximately 3.4 pounds per square inch, or 490 pounds per square foot, due to

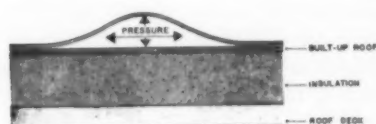
the vaporized water alone. If the pressure remains constant due to the expansion of the roofing plies, this vapor will also add to the volumetric expansion. It is apparent that the effect of the water vapor is of considerable importance in addition to the effect of dry air.

What Makes Blisters

How are blisters created by the sealing of air and free moisture between roofing plies? The weight of a 4-ply pitch and gravel roof is approximately 620 pounds per square (100 sq. ft.), or 6.2 pounds per square foot, or 0.04 pound per square inch. Tests have shown that the tensile strength of the bond between solidly mopped plies of felt is over 14 pounds per square inch. The strength of the bond between roofing plies and insulation is approximately 10 pounds per square inch. Thus, the pressure developed by air pockets alone are sufficient to raise the weight of a 4-ply roof, but not sufficient to cause separation of the roofing plies in direct tension. However, at this point, the bond between the roofing and the insulation must be given special consideration. Where moisture has been present within insulated roofs, the redistribution of this moisture results in an accumulation of frost — depending upon the temperature — at the juncture of the roofing and the insulation. Upon a rise in temperature, the frost melts and the insulation becomes wet, with a resultant reduction in the bond strength between the insulation and the roofing felts. The existing pressure can then easily raise the roofing in blisters which are usually large in area and low in elevation. This

type of blister is not readily seen, and is usually detected because of the characteristic "spongy feeling" which it gives to the roof surface.

Regarding the separation of the roofing plies or the separation of the roofing from insulation of a normal moisture content, another factor must be considered, that is, the shearing force developed in separating the materials. It has been previously shown that the tensile strength between the plies themselves and between the insulation and roofing (where solid mopping is practiced) is considerably greater than the pressure which may be developed. However, where there is incomplete adhesion, the trapped air or moisture tends to separate the plies along the line of adhesion by a shearing action as well as by direct pressure.



Shearing Action Developed Due to Pressures Between Roofing Plies.

The shearing action is exerted in a bellows effect, and causes a gradual reduction of strength of the bond sur-

rounding the pocket. Thus, blistering may result from pressures much lower than 14 pounds per square inch, and may not become apparent for months after the application of the roof. Once a separation of the plies has started, a progressive action takes place which causes elongation or stretching of the felt in order to equalize the pressure. This elongation or stretching may eventually produce alligator ridges sufficiently sharp to cause erosion of the top surface mopping, or may exceed the elastic limit of the felts and cause ruptures. Under these conditions it is apparent that leaks will appear which will increase the difficulties mentioned. Leaks which do occur frequently do not appear directly above the point where the pressure were originally developed. Job inspections have shown that pressures may be channeled from 8 to 10 feet from the trouble source to the point of rupture. Also, condensed moisture has frequently been found within unbroken blisters.

The use of an approved type of vapor seal course is of utmost importance in built-up roofs. There are several types which may be used, and laboratory tests have shown that a two-ply, solidly mopped, 15-pound felt will prevent vapor from entering the

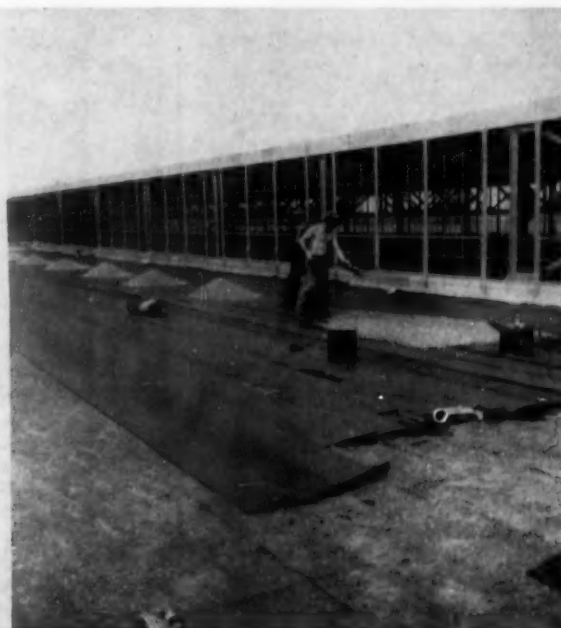
roof structure from the warm side. Similar vapor seal courses are also efficient. Concrete decks, regardless of the location or use of the building, require a vapor seal to prevent the moisture which results from the drying of the concrete from seeking an escape into the insulation or the roofing plies. Where abnormally high humidities are anticipated within a building, it is imperative that a vapor seal be used, regardless of prevailing outside temperatures. In areas of low outside temperatures, a vapor seal is necessary even if inside temperature and humidity conditions are favorable.

In some cases, vapor seal courses have been omitted in the construction of insulated roofs, with the omission causing no apparent difficulty. This has been possible because of existing practices which unintentionally provide a partial vapor protection for the insulation. Insulation applied directly to a concrete deck is usually mopped solidly to the concrete surface. This mopping provides a resistance to the passage of moisture from the concrete to the insulation, but does not provide a complete vapor seal. A similar procedure is used in the application of roof insulation to wood or metal decks, with some modification to prevent the

(Continued on Page 26)



Trouble on the roof can be avoided if the job is done right, using the best modern equipment where suitable. Two phases of the built-up roof application are shown in a recent wide-expanse roof job. Left: A felt-layer is pulled



(Photos & Caption Material Courtesy Aeroil Products Co., Inc.)
back by one mechanic as another carefully brooms down the felt. Right: Spreading gravel over felt which has been already laid.

Shingle Sales Talk:

"Every salesman should be a one-man charm school"

By CHAN CHAPMAN

IF I said, "There ought to be a charm school for salesmen," I know what response I'd get—a wave of a handkerchief, a raucous razzberry, and some well-chosen remarks. But if the ladies who have had a good "charm" course get ahead as buyers, models and confidential secretaries because of tact, quick adaptation to some one else's mood, and sensitivity in a social situation, let's face it. Surely a salesman needs these qualities in addition to his shingle display kit and his case full of glamorous 3-D technicolor slides of roofs in bright sunlight.

Wake Up Smiling

I recently read an advice-to-salesmen article that said, "Wake up smiling, and keep that smile pasted on all day." Skipping over my wife's remarks if she had to confront such a face before coffee (or after it), I turn more seriously to some implications. What happens to the basic principle of social relationships (and therefore of salesmanship, which is 90% social contact), that the accepted person is one who responds sympathetically to the moods and needs of the persons around him? A grown-up salesman knows that he must change his approach for every prospect he meets.

Shakespeare builds an hilarious situation in *Twelfth Night* about poor Malvolio, who was tricked into buttoning a smile on his face in front of the Lady Olivia, who just wasn't in the mood. There is a famous short story, entitled "Salesmanship," about a clothing-department salesman who gives his deluxe charm treatment to a couple who are buying a dark suit for a young boy who is not with them. The usual remarks about how the suit

will wear like iron long after the boy outgrows it, and the friendly throwing in of a gift baseball bat somehow leave the parents cold. They seem anxious to get the purchase over without letting the salesman do his job of convincing them what long-term value they are getting. That night the salesman reads the newspaper announcement of the funeral of the boy who

did not accompany his parents on their last purchase for him.

If the clerk had been less intent on salesmanship and more sensitive to a social situation, he could have spared his customers some pretty sharp wounds from his spiel. He would have responded to their mood, taken their order, and kept his mouth shut. In the story, he didn't lose the sale; but what salesman has not kicked himself for talking too much, or saying the wrong thing?

Even if a salesman would hardly think of going to a charm school, what's wrong with his starting a one-teacher, one-student charm school of his own? The curriculum would be, simply, "How to get hep to a client's mood, so as to say the right thing at the right time."

The first few minutes of an interview are the crucial ones. Before he settles down to his presentation or demonstration, before or while, he is opening his siding satchel and setting up his viewer, the salesman can use the

(Continued on Page 32)

Covering The World . . .



IN PARTS OF FINLAND, A MAN'S SOCIAL STANDING IS DETERMINED BY THE NUMBER OF CHIMNEYS ON THE ROOF OF HIS HOUSE! THE MORE CHIMNEYS HE HAS, THE GREATER HIS PRESTIGE!

By Elmo

FHA Commissioner Hollyday Leads Off NERSICA Speakers

NERSICA's big 12th Annual Exposition and Convention will feature 158 booths, 134 exhibitors, 64 products and a full, three-day program of forums, lectures and addresses. The show, which will open in New York City's Hotel Statler on March 22, 1954 and run through March 24, is expected to be the biggest in the organization's history.

Among the scheduled speakers are Guy Hollyday, Federal Housing Administration Commissioner in Washington; Dr. Charles Reitell of Stephenson, Jordan & Harrison of New York and Mr. Gager of the National Office Management Association.

Modernization Program

Mr. Hollyday, it has been reported, will discuss the new modernization and slum clearance program and how the maintenance, repair and home improvement contractors can share in it in his address during the Tuesday, March 23 luncheon. He will discuss the Housing Committee's recent report to President Eisenhower and its effects on home modernization financing.

Sound Business Mgt.

Dr. Reitell, an expert on office management engineering, will discuss sound business management in his address during the Wednesday, March 24 luncheon. A panel of experts, headed by Lee Verchereau as moderator, will answer questions in the forum period following.

Mr. Gager will speak at a regular meeting on Monday, March 22 at 1:30 p.m. His topic will be office management and a panel of NERSICA members, led by Paul Daniluk of Danco Inc. as moderator, will aid Mr. Gager in answering questions from the floor.

The first educational session will be a meeting of the Built-Up Roofing Forum from 9 a.m. to Noon on Monday. The subject, Cold Process system of Built-Up Roofing, will be presented by interested manufacturers. The program will be similar to past

forums and will be followed by a question and answer period.

The morning session of the Forum on Tuesday will feature the Hot Processes. This will follow in form and presentation the previous day's meeting. Following Mr. Hollyday's ad-

dress at the Tuesday luncheon, NERSICA will honor the founders of the Northeastern Reroofing and Residing Association and past presidents of NERSICA. The annual business session will follow that function with a tentative discussion of the Association's functions and a question and answer period scheduled to follow.

Wednesday's education program will feature a building specialties forum with Gil Lyons, Insulation Co. of Pennsylvania, as Moderator.

"Roofers' Roofers" Convention Is NRCA 1954 Theme

RECOGNITION of the need for the use of sound business principles will be combined with a visit to America's most exotic city when the National Roofing Contractors Association gets underway with its three-day Annual Convention in New Orleans on March 8th.



The NRCA Convention will be dominated by contractor-leaders of forums, such as H. V. Wallace, who is shown at last year's Show, giving results of "Overhead vs. Profits" survey.

With Gates Ferguson of Celotex slated to keynote the theme, this is going to be a real "roofers' roofers" convention, according to C. C. Figge, Executive Secretary. Three or four times as much time will be devoted to open discussion as has ever been devoted at any previous NRCA Convention.

Meetings will close early on each of the three days of the Convention so that visitors will have full opportunity to explore New Orleans. The old French Quarter is one of the famous sights of the city. Included in the Ladies Program is a visit to the French Quarter, dinner at a famous French Restaurant, visits to famous old Southern Homes, a steamer cruise, and a day at the races.

New Orleans Welcomes

On Sunday evening prior to the opening of the convention, The New Orleans Roofers Association, acting as host, will hold a reception in the Jung Hotel, to which all guests have been invited. Also on Sunday evening the Board of Directors of the National Association will meet, as it will after the election of the new Board, on Wednesday.

500 rooms have been set aside at the Jung Hotel, but contractors have been advised by Mr. Figge to get their reservations in early as room space will be hard to hold in a city which has just completed its biggest festival of the year, Mardi Gras. Some of the Mardi Gras spirit will prevail at the Convention it is hinted, on Wednesday evening when the Annual Banquet will be held.

No special arrangements have been made for trains or planes, as New Orleans is a main junction point in the South for traffic from everywhere. Plane lines run tourist class flights from many large cities, and train service is frequent and dependable.



On hand at Philadelphia's WRA convention are: (Upper left) Follansbee Steel's sales promotion manager, A. L. Veverka (pointing), explaining terne roofing display to Joseph B. Marx (far right) and John Conway (far left), both of Baltimore.



(Bottom left) Bud Johnson, general manager of David Levow Co., standing before his firm's colorful display exhibit.

(Upper right) Michael C. Gibbons of Calbar Caulking Co., stands alongside water display testing quality of No. 52 Calcoda.

(Lower right) Bill Feeser of Northeast Roofing Supply watches Sam Simpson of Coopers Creek Chemical Corp. point out weight of his firm's spun-glass roofing fabric.



Wholesalers' Meeting Stresses 'Knowledge' For More Sales

FOLLOWING the keynote of its second annual exhibit, "Knowledge opens the door in '54," the Wholesale Roofings Association stressed facts and figures during the three day show held Jan. 12, 13, and 14 at the Commercial Museum in Philadelphia. Main addresses by Asbestos-Cement Association and Insulating Siding Association spokesmen revealed high hopes for a solid selling year for contractors in the oncoming twelve months.

Sales representatives of many national as well as local companies were on hand to display their newest wares and to get a glimpse of what the field will stress during the selling periods ahead. The feeling of gloomy pessimism displayed by many economic soothsayers during November and December of 1953 was nowhere in sight. The general attitude of manufacturer, wholesaler and contractor alike was one of high optimism that 1954 would come close to the previous year's record shattering sales.

Mr. Chester C. Kelsey, manager of the Asbestos-Cement Products Association, stressed the point that "industry can not eliminate the wholesaler." He claimed that the present method of dealing with a wholesaler was far more economical than having the manufacturer doing business directly with the contractor. "But," he stated, "it is the wholesaler's duty to be on the ball

technically with all new products. He must know how new products are to be used, when they are to be used, and, above all, when they are NOT to be used."

Mr. Kelsey reiterated that 1954 could easily be the second best selling

year in this country's history. He maintained that there is no such thing as a stabilized economy, but rather that our economy was one of constant growth. "The answer to our problems of employment is aggressive selling," he said.

Million New Homes

He reported that in 1953 a million new home were built. "And those homes," he stated, "just covered the

(Continued on Page 28)

Carolinas Roofing Contractors Hold Mid-Year Meeting, Forum

The recent Mid-Year meeting of the Carolinas Roofing and Sheet Metal Contractors Association was one of the most successful gatherings of that type in the organization's history, according to the group's official publication, the Carolinas Roofer. Meeting at the Riddick Engineering Building at North Carolina State College, 31 member contractors conducted regular business in addition to attending an Open Forum at which industry-wide problems such as: Bonds, Guarantees, Public Liability and Property Damage Insurance, Specifications, etc., were discussed.

A report by W. H. Arthur, Jr., overall chairman of the 1954 annual convention, gave a short report on the progress of planning. The convention, to be held in June at the Grove Park Inn, Asheville, N. C., will spend more time in open forums on Roofing, Sheet

Metal and Warm Air Heating—since these topics have proven to be most beneficial.

The mid-year meeting heard addresses, in addition, by Chancellor C. H. Bostain of North Carolina State

(Continued on Page 29)

Craft Licensing Talks Top Ontario Meeting

Discussion of craft licensing was the highlight of the first meeting of the Roofing Contractors Association of Hamilton, Ontario, since its organization one year ago.

Meeting in the Wentworth Arms Hotel, Hamilton, members of the roofing trade tabled for further discussion the final decision on whether to ask for craft licensing.

George Archibald, president, stressed

(Continued on Page 34)

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Six Inch Louver

A six-inch louver, designed for use in homes, factories, schools, etc., is now being marketed by Midget Louver Co. The new



louver is the seventh addition to the firm's line, which now offers all sizes from 1" through 6", with or without deflector.

All of the company's louvers are also installed in the same easy way. A hole is drilled in the surface in which the louver is to be installed. The louver is then pushed into place. It will stay in place permanently, with no attention or upkeep.

Crimp Roofing and Siding

A new aluminum roofing and siding product, said to reduce by 50 percent the amount of metal normally used in side laps with conventional metal sheets, is announced by the Building Products Division of Reynolds Metals Company. The firm now is manufacturing 8-V Crimp Roofing and Siding for the farm and commercial markets as a companion product to the company's new 48-inch Corrugated Roofing.

The 8-V Crimp roofing and siding material is said to make possible substantial metal savings, as well as savings in time, labor and installation costs. The new wide sheets, the firm says, actually provide twice the coverage of a standard width sheet. This means 50 percent fewer sheets to handle with resulting economies in application costs. Two 12-foot lengths of 8-V Crimp make one square of the material.

The roofing and siding is available in .019" (U. S. Std. 26 Ga.) and .024" (U. S. Std. 24 Ga.) sheets. Both gauges are embossed for greater beauty and rigidity. Both gauges are available in all standard lengths from 6 to 12 feet, in one-foot increments.

Tile Cement

The Industrial Products Division of the Flintkote Company has announced a new asphalt emulsion tile cement for adhering all types of asphalt and semi-rigid vinyl plastic asbestos flooring over wood or concrete basis.

The No. 25 Tile Cement is not flammable and is not affected by extreme or variable temperatures, or those of radiant heated panel slabs. It is available in 1, 5, 30, and 55 gallon containers.

Utility Hoist

The new Moll Utility Hoist is manufactured in five and ten foot aluminum pipe sections that can be elevated to any height desired. It is claimed, through actual experience,



to deliver from ground to roof approximately 85 to 90 tons of gravel per day or fill a wheelbarrow every 30 seconds.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

It can be used to hoist shingles, felt, slate tile and other products. It is light and compact in size. The manufacturer states that it can be put up or taken down in minutes.

Lightweight Spray Gun

A lightweight, inexpensive spray gun to produce fine finishes has been developed by the Binks Manufacturing Co. of Chicago.

The new spray gun is designated as Model 26. It weighs only 15 ounces, the body being



made of aluminum. Its handle and trigger are designed to fit even a small hand. The light weight, and easy fit, of this gun assures that women operators can use the gun for long periods without usual muscular fatigue.

The manufacturer points out that the gun produces high quality finishes because it uses nozzle set-ups similar to those on heavy-duty production guns.

The gun has a replaceable cartridge-type air valve, in addition to featuring a brass fluid passage which protects the body from the corrosion and erosion caused by many paints and other fluids.

Air enters the gun through an inlet at the bottom of the handle. This serves to distribute hose weight properly and make the gun's manipulation easier. Large air passages in this gun reduce internal air friction. Pressure drop between the air inlet and air nozzle is thereby reduced to a minimum.

The gun is used for spraying lacquers, synthetic enamels, paints and all other finishes and coatings of light or medium viscosity. It is recommended for intermittent or production touch-up painting also, for stencilling and blending.

Steel Tool Box

A tamperproof pneumatic-tired all-steel tool box which meets the needs of the average general contractor adequately is being introduced to the trade by Aeroil Products Company, Inc.

Featuring rigid telescoping sturdy stand legs at each end, this rugged 6 foot box has overall length of 114½ inches including tow

(Continued on Page 30)



Before—A weather-proofed sprayed-on vinyl plastic is being applied to the roof of the 40-story Sherry-Netherland Hotel in New York City, by Progressive Industries, Inc.

After—The completed job, costing one-eighth the amount of repairing the leaking roof by standard methods, retains the original green copper color and preserves the distinctive appearance of the hotel as a New York landmark.

Sprayed-on Plastic Solves Difficult Gables Problem

A tough roofing problem, that of resurfacing the sharply-pitched gables of the 40-story Sherry-Netherland Hotel in New York, has been afforded a quick and inexpensive solution through the use of sprayed-on plastic.

The job was accomplished without

elaborate scaffolding and with minimum labor—one worker in a simple bosun's chair on the gables; two others handling the mixing and a compressor unit inside the building.

The novel job was handled by Progressive Industries, Inc., whose pres-

ident, Arthur Hinden, was consulted after the hotel management found the cost of replacing the old copper roof prohibitive. The original estimate was pared to about one-eighth, the project time was cut from several months to 20 working days, with a weather-proof vinyl plastic skin being applied directly over the leaking roof.

A shade of green plastic was chosen which resembled closely the patina of the weathered copper, long a lofty New York landmark.

"While the job presented real problems because of the extremely difficult roof situation, it also presented us an excellent opportunity to demonstrate the ease and economy of applying a plastic roof under the most challenging circumstances," Mr. Hinden said.

The project required the spraying of some 500 gallons of vinyl resin-based coating over 10,000 square feet of roof surface—including a base coat. In addition, all seams and joints were caulked with a special plastic compound.

Unlike a paint spraying operation, the technique employed by this roofer

(Continued on Page 33)

Company Offers Sprightly Cartoons For Contractors' Advertising Use

An advertising organization has come up with a sprightly advertising idea for use by roofing and siding contractors. Single panel cartoons



Typical cartoon offered by advertising organization. Gag line for this is: "... and how long have you felt like a little house with a red ROOF by Ace Roofing Company?"

form the center-piece of these advertisements, which catch the eye and humorously show the need for roof repairs, siding or other applications of roofing and siding contractors.

Under the general title of "Let Us Keep You Covered" the series includes 52 cartoons which are available in newspaper mat form in either one column or two column sizes. They

may be used in any size newspaper advertisement from three column inches on up. There are tie-in copy suggestions to go with each cartoon. An exclusive franchise is given to only one contractor in a city at a cost of \$1 per cartoon.

Typical Cartoons

Typical of the cartoons in the group is one showing a man and his wife operating a cross-cut saw on a huge tree, as the wife angrily shouts: "I still don't think you can save any money by making your own shingles." Another shows a house on an inaccessible cliff. The wife looks over the edge and says: "Well here comes ——— to put on the ROOF and SIDING. Those guys really give ya service." A third shows a window washer looking in the window of a home and saying to the lady of the house: "Say have you heard how ——— can modernize your house with a new ROOF and SIDING."

Captions may be changed by the

individual contractor to suit his particular needs.

National surveys have shown that more people read the cartoons and



"George—for the last time—when are you going to get this roof fixed?"

comics than any other feature in the newspapers, according to the organization which creates the cartoons, Lil-Ad Features.

Long In Use, Terne Receives Name In 1850

When Andrew Jackson wrote to his son, he specified a 'tin' roof, for the word 'terne' was not applied to this roofing material until about 1850. What he got, however was terne—an

(Continued on Page 25)

NEWS of the Month

Carey Co. Elevates Davis To Sales Manager Post

Roy W. Davis has been appointed Sales Manager, Paints and Emulsion Department of The Philip Carey Mfg. Company, Cincinnati, Ohio, it was announced recently by L. W. Clarke, Vice President in charge of sales.

Until his present assignment, Mr. Davis had been a salesman in the Carey Cleveland



R. W. DAVIS

district. He originally joined the Carey organization in 1936 as a member of the Order Department. He was subsequently made Manager of the Cleveland Order and Sales Department and then entered the sales force in 1945.

Knight Named To VP Post At Barrett Division

W. W. Knight, Jr., has been named vice president of the Barrett division of Allied Chemical and Dye Corporation.

Koppers To Add New Building At Verona Research Center

Koppers Company, Inc., has announced that it has purchased approximately two acres of land directly east of its present Research Center at Verona, Pa., and will start at once to erect additional research facilities, primarily for its Tar Products Division.

Fred C. Foy, Vice President and General Manager, Tar Products Division, said that a one-story building, approximately 80 by 160 feet will be completed by late spring of next year to house service and testing laboratories of the Tar Products Division. Approximately 40 employees of the Division will then have offices there, moving from present rented quarters in Pittsburgh.



Chase Appoints Jacoby To Technical Service Position

The appointment of James W. Jacoby as Technical Service Representative on the staff of the Philadelphia branch of the Chase Bag Company was announced by Mr. J. P. Grady, Eastern Regional Sales Director of the company.

Before his transfer to Philadelphia, he was a member of the Research Department of the Chase Bag Laboratory located in Chagrin Falls, Ohio. In his new assignment Mr. Jacoby will handle package evaluation and work on new developments in packaging equipment and procedures.

New Shingle Warehouses Add To J-M Storage Capacity

Two new asphalt shingle warehouses that increase storage capacity by more than 300 percent have just been completed at the Johns-Manville plants located in Waukegan, Ill., and Manville, N. J. This, in effect, increases by one-third the company's year-round capacity to produce asphalt shingles at these plants, it is reported.

The warehouse at Manville has an enclosed area of 56,000 sq. ft. The warehouse at Waukegan has an enclosed area of 60,800 sq. ft. However, at both locations the actual



space for stock is considerably more since a double deck method of storage is used.

Both warehouses are built on a concrete slab, the framework is steel, the walls and roof are of Corrugated Transite on the outside with J-M Transite on the inside.

Moore Moved to New York By Reynolds Metals Company

B. P. Moore has been transferred from the Building Products Division headquarters of Reynolds Metals Company in Louisville, Kentucky, to the company's New York City office, where he will head the firm's building products sales activities in a region consisting of New York, Pennsylvania, New Jersey, Delaware, Maryland, northern part of Virginia and West Virginia, and all New England states.

Prior to joining Reynolds in January, 1949, Mr. Moore had seventeen years experience in building products sales and sales



B. P. MOORE

management positions with Johns-Manville Sales Corporation.

Mr. Moore is an active member of the Sales Executives' Council, and was formerly President of the New England Mineral Wool Association. He is a graduate of the Wharton School of Commerce, University of Pennsylvania, where he received a B.S. degree in Business Administration.

Sales Manager Appointed For Follansbee Warehouse

Harvey F. Smith has been named sales manager of the Pittsburgh warehouse of Follansbee Steel Corporation, according to a recent announcement by Mark C. Craven, warehouse manager.

Mr. Smith, who formerly served as manager of stainless steel sales for the warehouse, will direct all sales activities in the Tri-State area of western Pennsylvania, West Virginia and Ohio. The warehouse engages in the sale of aluminum, stainless steel and various flat rolled steel products.

Follansbee Metal Warehouse, a division

(Continued on Page 31)

AERO

BREAKS THE BIGGEST KET

The all new 1954 *Aeroil* Heet-Ma

it's lower than ever—safer than ever—mo



1954 Aeroil Heet-Master with LO-LOAD as illustrated, mounted on Pneumatic tires or skids. * **

55, 80, 115, 175, 230, 375,
AND 500 GALLON CAPACITIES

* Standard for Heet-Masters of 115 gallon capacities and larger. 55 and 80 gallon Heet-Masters have new single Y front leg as standard equipment.

** Standard for Heet-Masters of 175 gallon capacities and larger. 55, 80 and 115 gallon Heet-Masters have reinforced domed end-opening covers as standard equipment.

LO-LOAD

THE NEWS IN 30 YEARS!

Master with **LO-LOAD**

more rugged than ever—at no extra cost

NEW SAFETY FEATURES!

NEW EASIER LOADING

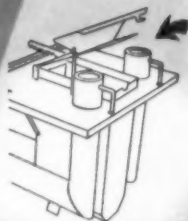
New LO-LOAD makes the 1954 Aeroll Heat-Master as much as 10 full inches lower than other kettles of similar capacity. It's the easiest loading kettle built, and with new low center of gravity and sway-proof semi-elliptical springs, Aeroll LO-LOAD Heat-Master is the road-huggin'est kettle on the market.

NEW SPEED HEATING

Patented Aeroll Heat Riser speeds delivery of heat to where it is most needed—allows operator to draw hot stuff minutes after burner start. There's more heat in the right places and it's held there by complete rockwool insulation. 1954 Heat-Master gives you speed and control for new operating economy.

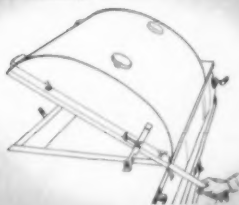
NEW FASTER DRAW-OFF

Giant size 2½" Never Leak poppet type Draw-Off Cock draws hot stuff faster than ever before. Volume of hot stuff drawn through cock is 3 times as much as other kettles of like capacity. Right! Buckets are filled 3 times as fast with the 1954 Aeroll Heat-Master.



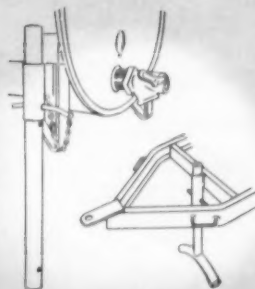
2 SAFETY DROP LEGS

Aeroll's exclusive inverted Y front drop leg distributes kettle weight over wider area and eliminates sway while pumping. Husky rear safety drop leg located diagonally across kettle from pump.* Gives complete support and maximum protection against tipping. Both lock in chosen position and retract for trailing.



SAFETY STACK INSULATORS

Full length Stack Insulators recommended by many safety codes. Reduces exhaust temperature in vertical tubes and guards against ignition of volatile gasses.



E-Z OPEN VENTED COVERS

Rugged reinforced domed covers with two vents as specified by safety codes.** Vents pop open in case of pressure build-up inside kettle. Lever device for fast opening of even the largest covers.** Protects hands, arms and face of operator.

**YOUR
AEROLL
DISTRIBUTOR
HAS
THEM
NOW!**

CONNECTICUT, New Haven
Gerber & Hurley
DISTRICT OF COLUMBIA
Armstrong-Aeroll Service
FLORIDA, Jacksonville
Yarrington-Aeroll Service
ILLINOIS, Chicago
Frank P. Frey & Co.
INDIANA, Indianapolis
Reid-Holcomb Co., Inc.
LOUISIANA, New Orleans
Schrader-Aeroll Service
MASSACHUSETTS, Cambridge
Giffey Distributing Co.
MASSACHUSETTS, Somerville
Beacon Sales Co.
MASSACHUSETTS, Springfield
Warren F. Hoye, Inc.
MICHIGAN, Grand Rapids
H. Eikenhout & Sons
MICHIGAN, Ferndale
Louis T. Ollesheimer
MINNESOTA, Minneapolis
Minneapolis Equipment Co.
MISSOURI, St. Louis
Clearview Equipment Co.
MISSOURI, Kansas City
G. W. Van Keppel Co.
NEW JERSEY, Atlantic City
McLaughlin Roofing & Building Supply
NEW JERSEY, Paramus
Bergen & Hudson Roofing Supply Co.
NEW YORK, Albany
The Woodward Co.
NEW YORK, Buffalo
A. G. Steffens Co.
NEW YORK, Bronx
Metropolitan Roofing Sales
NEW YORK, Elmira
La Valley MacLeod, Inc.
NEW YORK, Jamestown
J & M Builder Supply Co.
NEW YORK, Manhattan
David Levow
NEW YORK, Mt. Vernon
Westchester Roofing Supply Co., Inc.
NEW YORK, Rochester
Follansbee Metal Warehouse
NEW YORK, Syracuse
Wholesale Building Materials Corp.
NEW YORK, Valley Stream, L. I.
Arzee Supply Corp.
NORTH CAROLINA, Hickory
E. L. Hiltz
OHIO, Cleveland
Gibson Engineering Co.
OHIO, Columbus
Vorys Brothers, Inc.
OHIO, Dayton
Fleck Equipment Co.
OHIO, Toledo
Construction Machinery & Supply Co., Inc.
OKLAHOMA, Oklahoma City
Write-Stewart Machinery Co.
OREGON, Portland
Nelson Equipment Co.
PENNSYLVANIA, Allentown
Pennsylvania Supply & Mfg. Co.
PENNSYLVANIA, Philadelphia
Acme Tin Plate
PENNSYLVANIA, Philadelphia
Steinwagon Mfg. Co.
PENNSYLVANIA, Pittsburgh
Cassidy-Pierce Co.
PENNSYLVANIA, Wilkes Barre
Ensminger & Co.
PENNSYLVANIA, York
Union Roofing & Paper Co., Inc.
RHODE ISLAND, Providence
M. N. Cartier & Sons Co.
TEXAS, Houston
R. H. Everett & Co.
UTAH, Salt Lake City
Arnold Machinery Co., Inc.
WISCONSIN, Milwaukee
Hunter Tractor & Machinery Co.
CANADA
MANITOBA, Winnipeg
Brooks Equipment, Ltd.
QUEBEC, Montreal
B. W. Deane & Co.
OVERSEAS
INDIA, Madras
Gopal & Co.
NETHERLANDS, Hilversum
Nederlandsche Technische Import

Coupon

Write for Additional Free Information

Aeroll Products Company, Inc.
1954 Wesley Street
South Hackensack, New Jersey
Rush complete information on the New 1954 Aeroll Heat-Master with LO-LOAD.

Name _____
Street _____
City _____ State _____

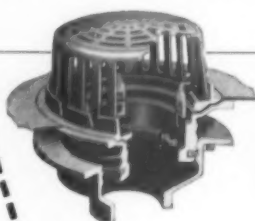
you name the
**ROOF DRAINAGE
CONDITION**

Josam

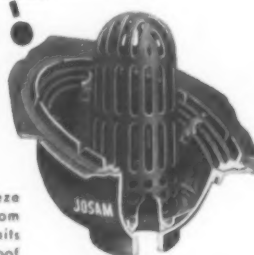
HAS THE DRAIN



Series No. 410-F Roof Drain with Flooding Water Dam. For installation on buildings with flat roof where a flooded roof is required for insulating or air conditioning purposes or as a cooling pond.



Series No. 4550 Levelze Drain with large mushroom dome. Adjustable top permits raising or lowering the roof flange to meet the required insulation thickness even after roof is laid. Body installed in rough slab serves as drain during construction.



Series No. 4710 Roof Drain with Pitched Sump and flange for sloped roofs. Provides ample free drainage area for quick drainage.

You will save more time
... avoid delay and error
... make more money by
checking first with Josam
on all roof drainage needs.
In the Josam line there are
hundreds of different types of
roof drains and accessories
which have been especially
designed to make installation
easier and provide lifetime per-
formance for all types of roof
construction ... for all drainage
conditions. Make it a habit to
refer to the Josam Roof Drain
Catalog — it means money in your
pocket. If you do not have a copy,
send coupon below today.

JOSAM MANUFACTURING COMPANY

Department AM - Michigan City, Ind.

Send free copy of ROOF DRAIN CATALOG "RK"

Firm

By

Address

City Zone State

☐ Wholesaler ☐ Contractor ☐

JOSAM MANUFACTURING COMPANY

General Offices and Manufacturing Division

MICHIGAN CITY, IND.

Representatives in Principal Cities

West Coast Distributor:

JOSAM PACIFIC CO.
San Francisco, Cal.

Canadian General Office

and Manufacturing Division
JOSAM CANADA LIMITED
Toronto, Ontario



Effective Sales Promotion

(Continued from Page 9)

members of the management and himself know each of the company's employees by their first names.

By careful analysis of the workers and consequent fair and quick promotion, Mr. Loeb has discovered the best incentive methods for better work and has employed these methods since the company was established. His chief means are job security and top money.

An employee on the sales level is carefully chosen by interview and

examination. After a lengthy chat with the prospective employee, he is handed a Klein's Aptitude and Sales Test. The test does not make a salesman, but merely shows where an individual is capable, and whether or not he would become a good salesman for the company. Frequently, the test turns down more applicants than are accepted, but those that are accepted usually make successful sales personnel after training.

Among those who have worked their way from the beginning to the top in their fields are: Mr. Maxwell Brasswell, insulation department manager; Mr. John Finnin, siding department manager; and Mr. Ed Cook, office, and credit and finance manager.

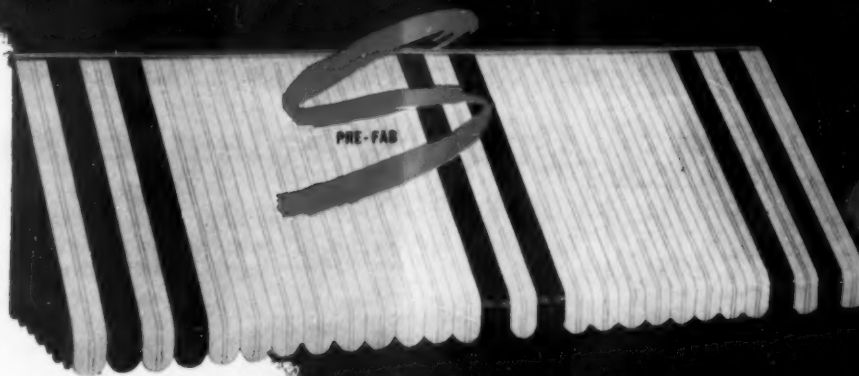
"We have always advocated outstanding advertising and have received some criticism in this respect," Loeb says. However, National Roofing makes use of the most advertising can offer. It has sponsored a 15 minute newscast everyday for the past 15 years on WSMB at 12 noon. The company participates in every home and flower show that comes to New Orleans. It constantly attempts to meet the home conscious segment of the public. It makes use of newspaper displays frequently, and shows up periodically in color in the magazine section of the local Sunday paper.

Costly TV Pays Off

Each year it publishes calendars which are sent to carefully chosen institutions all over the city; therefore, being prominently displayed in their offices for the coming year. For three years National was on television in spite of the high cost — it paid. Eight months ago it dropped the television show, but plans are under way for a new and better television program.

A battery of telephones ring probable customers each day from a special center in the front office. This has brought in tremendous results. A crew of canvassers roam the residential and industrial areas constantly picking up business. Direct mailing is also used. Literature is sent to prospective and previous customers every year. Though criticized by some for the high advertising budget, the volume of business has made it possible. Each year, more than half a million dollars business goes through National's hands.

The company is violently opposed to the so called par deal group that has hit many businesses other than the roofing field and "degraded these firms in the minds of the public," says Mr. Loeb. "The above party solicits information on a national and local scale in a particular industry, seeking to divide the profits from sales, consequently able to raise the price of service and ultimately degrade the industry on the whole." "Par deal arrangements with salesmen must go; but we do advocate high commission bases and incentive bonuses," says Mr. Loeb.



the biggest new deal

**with the biggest
dealer profits**

in the biggest new industry

is the

PRE-FAB

Sunmaster

**aluminum awning
pre-fab plan!**

**write, wire or phone collect
for the Sunmaster Story**

RSVP

Sunmaster Aluminum Awning Company
Haskell, New Jersey

ARF

Please rush me "The Sunmaster Story."

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

I AM NOW _____



Now Offers 2 Types of **MEMBRANE WATERPROOFING FABRIC**

TOP GRADE, closely woven strong cotton fabric, thoroughly asphalt impregnated. Meets ALL Federal, State, ASTM, and AREA specifications.

and
UTILITY GRADE, enables you to bid lower where you do not have to meet these specs. Quality at a saving.

—WANT PROOF IT'S GOOD?

Approximately one-half million yards of Ross Asphalt Saturated Fabrics are now being installed on Boston's largest waterproofing project.

We are ready to supply you with a complete line of fabricated flashings, including Full Seal Fabric, Coppercote, Copper-Fabric, etc.; Roof Coatings, Cements, Liquid Asphalts, etc.

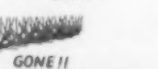
WRITE OR PHONE FOR SAMPLES, PRICES

AND COPY OF OUR SWEETS CATALOG

ROSS FLASHING COMPANY

175 Webster Ave., Cambridge 41, Mass.

strictly for the birds!



Nixalite

An inconspicuous spring tempered nickel bearing stainless steel device which prevents birds from landing or roosting on buildings.

So flexible it can be installed easily on any type surface or any building material . . . any place where birds land or roost.

Write for Illustrated "Know How"

Manufactured by
NIXALITE COMPANY

of America

115 W. 3rd St. Davenport, Iowa

Quality Salesmanship

(Continued from Page 7)

Corporation pursues this philosophy a little further.



F. W. LAGERQUIST

"We can point to over 2 billion dollars in roofing, siding and insulation sales for modernization, as estimated for 1953, and say that's an impressive volume of business. My question is: 'Impressive by what standards?' The standards of the depression-ridden thirties when national income seldom exceeded 50 billion a year total, or by the standards of 1953 when the estimates indicate we will have 257 billion dollars of disposable income after taxes?"

"The question is academic but it serves to highlight my point that too often we measure progress according to standards that no longer apply. What was considered good business volume in the thirties is just a drop in the bucket today.

"To often in recent years the nation's salesmen have underestimated the nation's capacity to consume the goods that contribute to better living. Let's not make that mistake again. Let's adopt aggressive selling tactics. Let salesmen take the lead in developing the desire for better living, and in particular, the desire for better housing."

Gordon Estes of the Globe Siding Products follows with the proposal that the whole siding industry adopt an optimistic attitude in considering prospects for 1954.

"It should be optimism based on obvious competitive advantages which the insulating siding industry enjoys,

but sometimes forgets. Our products are sold either to the builder of new homes or the owners of old ones. Even in hard times with money difficult to get, insulating siding had good sales. It was born during the depression. Now our product is vastly better. Colors have been improved, design is more attractive, insulating value has been increased many times.

"In recent years, our product has been greatly undersold. Too many builders and home owners still are asleep to the many benefits available in insulating siding. Where does the fault lie? I say it lies in our own modesty. We haven't given them the facts about our product. We have lacked aggressiveness.



GORDON C. ESTES

"We must educate the public and builders to the fact that insulating siding is a modern product, made by modern factory methods, to do several building jobs at once, and to do them cheaper than they can be done any other way.

"How do you educate them? You give your sales force the facts, and make sure it hammers those facts home to the prospects. You advertise and you merchandise. Your display room shows your ware in an attractive manner. Every job is done so that it's an advertisement for your product. You believe in your product and sell its benefits through every action. Then you can't help but be optimistic about the future for 1954 and beyond," concludes Mr. Estes.

M. W. Searls Advises

M. W. Searls of The Flintkote Company advises siding salesmen and dealers to explore the potentialities of

the home trade-in market in their areas.

"The idea of trading an old home in on a new one is catching on in many sections of the country. You've read all about it. But have you considered how it applies to your prospects for selling more insulating siding?

"Certainly here is a good opportunity for more siding sales. Most car owners give their car a good wax job, may even touch up the paint, before they take it down to the dealer to talk about trading. Why not dress up the home with a coat of insulating siding to increase bargaining power when dickering on a house trade?

"First, you must find people who want to trade houses. You can find some of them with advertising. Your salesmen can find some more, may even plant the idea of trading where it hadn't existed before.

"If you don't sell the home owner before he trades, you can still contact the builder or real estate agent. Offer to take over the job of modernizing the home for re-sale.

Lee Mattes Suggests

"That's just one of many possible ways to turn the trends in your favor in selling insulating siding," states Mr. Lee H. Mattes of the Mastic Asphalt Corporation. "Urge delaers and their salesmen to make full use of the many merchandising aids that are available to them through the manufacturers of insulating siding and the Insulating Siding Association.

"For example, the Insulating Siding Association sends out a bi-monthly clip sheet of articles to newspapers all over the country. It helps salesmen two ways. Copies are available for them to show their prospects, and many of the articles appear in the local newspaper where the prospect reads them and becomes more receptive to the siding sales presentation.

"Most manufacturers make available newspaper advertising mats. They offer radio commercials, direct mail circulars and many other sales aids. They are all prepared by experts and are either free to the dealer or cost him only a fraction of their actual cost, far less than he could buy the same material if he developed it. Used according to a careful plan, these aids can add considerably to the effective-

Re-side the RIGHT way with a silver lining of...



Meets F. H. A. requirements for BREATHER type paper

Cut down harmful condensation by using SILVERCOTE Simplex Reflective Insulation as a sheathing paper between old and new siding. Because it's a BREATHER type paper that allows harmful moisture to escape, SILVERCOTE Simplex is the right product for longer-lasting, better-looking siding jobs.

Full efficiency of SILVERCOTE is achieved only when reflective surface faces $\frac{3}{4}$ " air space. However, in most siding applications, a $\frac{1}{4}$ " air film exists, permitting SILVERCOTE surface to reflect radiant heat.

Makes your selling job faster...easier

When you talk the benefits of SILVERCOTE Simplex, you really have a story that sells. For here is a reflective insulation product that repels water, stops wind penetration, lasts a lifetime —yet costs only a bit more than ordinary sheathing paper.

Add an extra profit by suggesting the application of SILVERCOTE Simplex to attic floor joists. Properly applied it keeps homes up to 15° cooler in summer, even if attic is already insulated. Write Silvercote Products, Inc., 161 East Erie St., Chicago 11, for free sample and book.

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REFLECTIVE INSULATION

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BIRD & SONS



THE FLINTKOTE
COMPANY

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CONDENSATION
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**GETS THE AIR
WHEN YOU INSTALL
MIDGET LOUVERS**

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles —for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

The MIDGET LOUVER Co.
6-8 WALL STREET • NORWALK, CONN.



ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO

JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

"LET US KEEP YOU COVERED!"



"I'm going home to Mother until
you get that roof fixed!"

DOUBLE THE RETURNS FROM YOUR
NEWSPAPER ADVERTISING by using our
"LET US KEEP YOU COVERED!" cartoons.
Your cost is only \$1 each for mats in either
one or two column sizes. Tie-in Copy Ideas
free.

More people will read your ads, YOU will
get more orders — don't pass it up. Ex-
clusive city franchises going fast. Write
today for FREE proofs and complete in-
formation to

LIL-AD FEATURES

RFD 3, Box 150-J, Santa Ana, Calif.

Name

Address

ness of the over-all sales effort," Mr.
Mattes says.

"The insulating siding salesman has
the perfect answer for the prospect
who argues he can't afford to buy new
siding," points out W. J. Sauer of
Jones & Brown Inc.



W. J. SAUER

"The plain facts are that he can't
afford to neglect the maintenance of
his house. Once it deteriorates and
joins the thousands of blighted area
homes, now corrupting our national
housing scene, his original investment
fades to virtually nothing — regard-
less of how good times may be.

"If he can afford anything, he can
afford to keep his home in good con-
dition. At today's cost, he never would
be able to build it new without tremen-
dous financial sacrifice. If it slips
too far, he may spend more for re-
modeling than the home cost origi-
nally. So insulating siding is the best
answer.

"New insulating siding is an
investment in better living, and it's
protection for the original monetary
investment. It's a saving because it
eliminates maintenance worries while
it safeguards against obsolescence.
What bigger bargain is there on to-
day's market? We have the good
fortune of making and selling this
attractive, practical product. Let's
translate that good fortune into a sub-
stantial profit in 1954," concludes Mr.
Sauer.

NATIONAL CONVENTIONS!

Programs, Floor Plans,
Exhibitors, Full Details
Of NERSICA and NRCA
Expositions

March, 1954
American Roofer &
Siding Contractor



Books

Building Insulation. by Paul D. Closs, B.S.
3rd Edition—Revised and Enlarged, contains
372 pages, 181 illustrations, 65 tables, is fully
indexed, durably and handsomely bound in
washable cloth to give the utmost in service.
It is priced at \$5.25.

In this new edition an effort has been made
to cover the subject in such a manner that it
will be useful and of practical value to the
architect or engineer, to the manufacturer, to
the dealer, and to the consumer who may be
contemplating the construction of a new house
or the remodeling of an old one. The book has
been brought up to date in all details.

Sheet Metal Work. by William Nuebecker.
360 Pages, 430 illustrations, \$4.00. A generously
illustrated manual of practical self-instruction
in pattern drafting and construction work. It
includes chapters on tools, methods of obtain-
ing patterns, workshop problems, problems for
light gauge metal, coppersmith's problems,
problems for heavy metal, skylights, roofing,
cornice work and patterns for forced-air fit-
tings.

Asphalt and Allied Substances. by Herbert
Abraham, 1,515 Pages, \$25.00 for New Edition.
A key to virtually all available knowledge
on asphalt, tars and pitches. The volume has
333 illustrations, 122 tables and charts, 12,000
references and 9,000 patent citations. Included
are sections on prepared roofing-asphalt shin-
gles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith.
134 Pages, \$1.50. This is a time-saving refer-
ence book, giving the true lengths of all bars
for skylights and roof rafters of standard
pitch. The author is a practical skylight man.

How to Estimate for the Building Trades. by
Townsend-Dalzell-McKinney. \$5.75. 633 pages,
318 illustrations, 44 tables. A complete and
practical book on the estimating of mate-
rials and labor, plus the actual practices of the
various trades in handling construction details.
For the estimator, contractor or builder who
does not have bulging files of cost data, this
book will prove to be indispensable.

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check for the proper amount, and mail to . . .

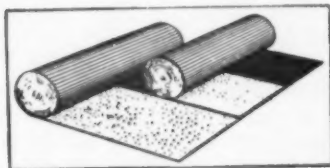
BOOK DEPARTMENT

AMERICAN ROOFER
425 Fourth Ave., New York 16, N. Y.

Kinks and Short Cuts

Roofing Suits Low Slope

When heavy roll roofing is desired for a low-slope roof, 19-inch selvage,



double coverage asphalt roll roofing is recommended.

This comes in 36-inch wide sheets. As the name indicates, 19 inches of the width is lapped by the next sheet, covering the full roof with at least two layers of material. A roof with a pitch as low as 1 inch per foot can be roofed with 19-inch selvage roofing.

* * *

Terne Dates Back

(Continued from Page 16)

alloy of tin and lead, on a base plate of iron or steel.

Terne was already a century old in Jackson's time. We do not know exactly when it originated, but it must have been shortly after the manufacture of tin plate was begun in Wales in 1720. "Tin Roofs" dating back to the early 18th century have been analyzed, and found to be coated with this alloy.

We can only guess as to the motive of the manufacturer who first substituted this alloy for pure tin as a coating for roofing sheets. We can be quite sure, however, that his reason for continuing to call it "tin" was his unwillingness to let competitors in on his secret. At any rate, Wales continued to supply most of the roofing plate used in this country until importation was virtually shut off by the McKinley Tariff. Manufacture began here on a large scale at this time, much of it under Welsh patents, but the recognition and promotion of terne plate on its own merits did not begin until well

(Continued on Page 34)

Built-Up Scaffolds Put Your Crew On Any Roof, Quickly And Safely...



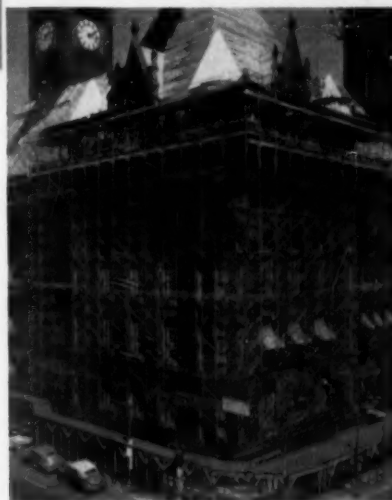
"TROUBLE SAVER"® SURROUNDS THE MINNEAPOLIS COURT HOUSE

Extra-strong "Trouble Saver"® Sectional Steel Scaffolding, used here on a typical repair job, saves time and money for roofers. Prefabricated "Trouble Saver" Scaffolds, Steel Scaffold Brackets, and Adjustable Steel Trestles are designed for safe, trouble-free service. Approved by Underwriters' Laboratories, Inc. "Trouble Saver" Scaffolding, distributed by PS Co., is fully described in free Bulletin PSS-24.

FOR SALE OR RENT—Complete Stocks of "Tube-Lox" and "Trouble Saver" Scaffolding are quickly available to meet your exact requirements. See the Yellow Pages in your 'phone book for the nearest Patent Scaffolding office or representative handling "Gold Medal" Scaffolds.

8500 FEET OF SCAFFOLDING SPEEDS REPAIRS TO SPIRE

Roofing contractor Frank Staar & Sons, Inc., rented this "TubeLox"® Scaffolding for maximum convenience and safety while reroofing Chicago's Guardian Angel church. The Scaffold assembly, installed by a Patent Scaffolding Co. crew, used 8500 lin. ft. of tubing and 1600 connecting couplers. Note how set-back, at mid-point on the steeple, provides support for smaller platforms without excessive scaffolding. The scaffold is securely tied-in to the spire, but does not depend on it for support. All weight rests on assembly base. Send for free Bulletin 10-PTS.

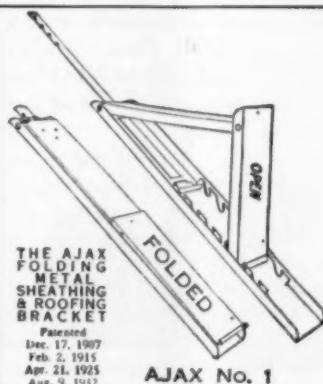


FOR GREATER SAFETY...EFFICIENCY...ECONOMY



THE PATENT SCAFFOLDING CO., INC.

38-21 12th Street Dept. AR Long Island City 1, N. Y.
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Branches in all principal cities.



AJAX Roofing Brackets
MAN-size — Superefficient
ALL STEEL — Unbreakable

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The Handy Hoist



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LADDERS
into
HOISTS
easily,
safely,
efficiently.



Designed
for
ONE-MAN
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Designed
for easy
storage
in truck
or car.

For Details Write:

Frank P. Frey & Co.

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Mr. Roofer CAN YOU LAY THIS ROOF?



This Graduated Roof is the ultimate in Vermont Slate Roofs.

Stiffer competition and reduced housing starts will cause all roofers to improve his craftsmanship, knowledge and versatility to maintain his business volume in 1954.

This roof is graduated in lengths, 24" to 12" and thicknesses, 3/4" to 3/16", also in saddle hips. A proper mixture of colors presents an additional challenge.

Write us for full information covering the installation of this type of roof. Architects are specifying more graduated roofs.

Before You Place Your Vermont Slate Order, Check Prices With Us:

Also — White Marble Roofing Granules

Folder, **FREE**, On Request

EVERGREEN SLATE COMPANY, INC.

GRANVILLE, N. Y.
Since 1916, quarriers of Vermont
Roofing Slate in all colors.

Preventing Roof Failures

(Continued from Page 11)

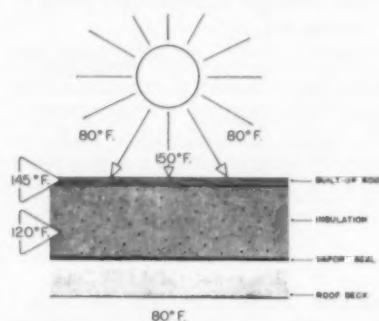
bitumen from dripping through cracks into the space below.

For all three types of decks (concrete, wood, or metal) the deck material itself constitutes a reasonably good vapor barrier; in the case of metal, a perfect vapor barrier. For these decks, the primary passage for water vapor is through cracks. Since this passage is partially blocked by a layer of felt and bitumen mopping, large amounts of moisture are prevented from entering the insulation. Although apparent difficulties may not be encountered through use of the construction methods described above, even where conditions of low outside temperatures and high inside humidities exist, such practices are not recommended as a substitute for an approved vapor seal course. The expansion and contraction of the roof deck will deteriorate the surface mopping with a subsequent increase in the transmission of water vapor.

Before condensation problems and the need for vapor seal courses were fully understood, many cases of leakage were attributed to failure of the roofing. These "leakages" were due to the omission of the vapor seal in structures having unusually high inside humidities or which were exposed to frigid outdoor temperatures. Under these conditions, water vapor will be transmitted from inside the building, through the ceiling and into the insulation, with condensation taking place below the roofing plies adjacent to the insulation or within the roofing plies where there is poor adhesion. After long periods of exposure to these conditions, a large quantity of frost may accumulate. Upon a rise in outdoor air temperature, or exposure to solar radiation even where air temperatures are below freezing, this frost will melt and the moisture will drip back into the building.

The importance of insulation in roof decks in reducing heat flow and interior surface condensation is an accepted fact. It is also acknowledged that moisture content in amounts greater than normal of 5 to 10 percent will reduce the efficiency of the insulation. However, there have been disputes as to the advantages of one type of insulation over another, especially in re-

gard to the fiber structure. Regardless of the type of fibers, the air cells which are formed between the fibers of any insulation are the primary factors which affect its insulating qualities. These air spaces may become fully saturated with moisture just as air that is not confined may become saturated. This condition may result in the accumulation of free moisture within the air cells and have the same effect as moisture absorbed by the fibers in the insulation. In vegetable fiber insulating board, the fibers will absorb moisture as well as the air cells, and under normal conditions this will vary between 5 and 10 percent.



Temperatures Within a Roof Deck Exposed to Solar Radiation

Mineral fibers do not absorb moisture in amounts of any significance, but the air cells within this type of insulation may become fully saturated or contain free moisture. It is the "free moisture" with which we are primarily concerned. Thus the term "insulation" is used without discrimination in consideration of the moisture problem.

Where pressures are developed due to heating of the roof covering, greater pressures are created within sealed pockets of the roofing plies than within the insulation. This is due to the existence of higher temperatures in the roofing than in the insulation because of the temperature drop from the outside to the inside of a deck. Moreover, the pressures will tend to equalize throughout the porous insulation within the areas of the headers or cut-offs when such are used. Thus, high localized concentrations of moisture within the insulation may not create as serious a pressure as those which occur within the plies of the roofing.

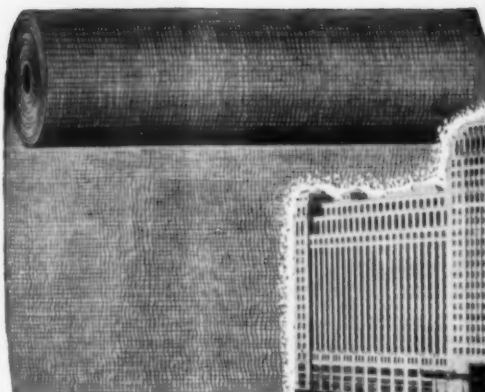
In reviewing the many factors which

contribute to the satisfactory performance of a built-up roof, one point stands out above all others; namely, construction of a satisfactory roof is possible only when high standards are maintained in all phases of its construction. Failure in one respect will negate perfection in other respects. A built-up roof will fulfill its functions only so long as each of its component parts contributes adequately to the performance of the entire unit.

These conditions can be attained and most roof failures avoided if the recommendations listed below are followed:

1. Solidly mop all plies of roofing felts.
2. Avoid the use of roofing materials having a high moisture content.
3. Do not apply a roof during inclement weather or upon a deck which is not thoroughly dry.
4. Exercise rigid control over the temperature of the bitumen.
5. Thoroughly broom down all felt as quickly as possible following the application of the bitumen.
6. Construct roofs according to proved and accepted specifications.
7. Use special precautions when applying roofs to concrete decks in order to prevent the residual moisture of the concrete from entering into the roof structure. This may be accomplished by using a vapor seal course or by positive sealing of the surface.
8. A vapor seal course must be used over all roof decks in cold climates and in temperate climates wherever conditions of high inside humidity exist. A vapor seal course must also be used where the roof deck itself contains an appreciable amount of moisture. To be effective, this vapor seal must be applied according to accepted specifications.
9. Emphasis on good workmanship and field control governing specifications and material is imperative.

The results of the survey of roofing contractors in the three sections of the country not only confirmed the above recommendations, but showed a marked correlation between their opinions derived from experiences in the field, and the results obtained from laboratory investigations.



Merchandise Mart, Chicago, Illinois, the largest business building in the world—4,023,400 square feet of floor area. Built in 1928 to 1931.



CHICAGO'S FAMOUS
MERCHANDISE MART
CALLED FOR

Karnak
WATERPROOFING PRODUCTS



Karnak fabric is packed in sturdy, corrugated cartons for protected shipping and storage. They keep the fabric in perfect condition until used . . . cut fabric loss.

Twenty-five years ago, the problem of protecting the foundation of the "Mart" from hydrostatic head was answered with Karnak. Even though the big Chicago River flows beside it, this Karnak job holds secure.

Why was Karnak chosen? Because it is the membrane system of waterproofing that holds tight against any water condition.

Karnak is an open mesh long-fibre cotton cloth that has been heavily impregnated with highly refined asphalt so as to leave the mesh open. It is layered, on the job, with alternate moppings of asphalt to provide a tough, resilient, waterproof membrane. The non-sticking fabric unrolls easily . . . to the very end. It "works" faster and with no waste . . . saves labor costs.

The Karnak Membrane System is best for roof patching, skylight flashing, window and door flashing, through-wall and cornice flashing, as well as waterproofing against a hydrostatic head in dams, swimming pools, viaducts and tunnels. Send coupon for complete information. Manufactured by Lewis Asphalt Engineering Corp., 30 Church Street, New York 7, N. Y.



OTHER KARNAK PRODUCTS

Asphalt Roof Coatings
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Asphalt Paint

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Joint Filler

Cut Costs With A . . .
BIEBEL "ROOFSTER"
Gravel Scratcher



"The
Roofers
Friend"

Model L
Weight 125 lbs.

The "ROOFSTER" gives you a more Perfect Job; Saves Time, Hard Labor & Cost. It is available in three models, designed to fit your individual need.

Quit Scratching For A Living And Let The BIEBEL "ROOFSTER" DO IT FOR YOU!

JOHN BIEBEL & COMPANY
503 W. MAIN ST. BELLEVILLE, ILL.

'Knowledge' Is Stressed

(Continued from Page 14)

new families that came into existence through marriage. It doesn't cover the old, failing houses, or the doubled-up, crowded conditions that came into being during the post-war shortage years, and that still create a problem. To meet minimum requirements, new housing must remain at the million per annum level." Mr. Kelsey reported that 67% of the nation's houses were over 20 years old and 50% were over 30. "That is the basis for a tremendous home modernization market," he claimed.

Mr. Kelsey informed the wholesalers that the asbestos-cement products industry did five times as much business in 1953—its best year—as it did in 1940. He stated that the asbestos-cement roof is the Cadillac of the field and that it has a definite place in the market.

Vast Modernization Field

R. G. Breeden, secretary of the Insulation Siding Association, revealed that a tremendous number of families

moved during the period covered from April 1952 through April 1953. This, he said, was ample evidence of a vast field of modernization which the roofing and siding contractor can and should share." Mr. Breeden stated that 21% of the total amount spent on home modernization would go to roofing, siding and insulation jobs.

Mr. Breeden spoke of the advances made with colored shake siding shingles and stated that it has FHA acceptance when applied over wood, gypsum, plywood and fiber board. In addition, deep shadow shake shingles have outsold brick design asphalt shingles by 2 to 1 in recent years.

The exhibit also featured an Informative lecture by Doremus L. Mills, field representative of the Copper and

(Top—right) Studying the Ruberoid Co.'s new wheel for easier color styling are (left to right) Dick Haage and D. L. Batchelder of Ruberoid; and Mr. and Mrs. Stanley Wojick of Burlington. (Bottom—right) Paul Houck (L.) shows Mr. and Mrs. B. H. Baldwin of Glenside, Pa., the latest in his line of ladder hoists.

Brass Research Association, on "Copper and Its Many Uses." Mr. Mills spoke of the uses of copper in seams and gutters, the history of his organization and how it is set up to aid the contractor, duties and responsibilities of the contractor and of the many



The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBRIDGE, MASS., U. S. A.



26 colors



CAULKING COMPOUNDS
match every building material!

Whether it's brick, stucco, asbestos-cement siding, shingles, metal or wood... one of the 26 permanent colors of CALBAR Caulking Compound will match or harmonize perfectly! Non-hardening, non-staining CALBAR is easier and faster to use... complies with Federal and ACPA specifications.

write for details and prices

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products
2612-26 N. Martha St. • Phila. 25, Pa.



technical aids the contractor can employ to make his job easier and his results better.



(Left) John H. Serpell, Lifetime Industries, has his portrait drawn by Monsey Co. artist.

(Right) R. G. Breeden, secretary of the Insulating Siding Assn., speaks before assembled wholesalers and manufacturers.

Mr. Mills, Clarence W. Chappel, a director of the Roofing, Metal & Heating Engineers, Inc. of Philadelphia, and John Ingersoll of RSI comprised the booth judging committee. A plaque for the booth . . . "best showing application of product — attracting most interest — and best general arrangement" . . . went to Berger Brothers of Philadelphia. The booths of Peck, Stowe & Wilcox, Pecora Paints and the Philip Carey Co. were highly rated.



(Left) Awarding plaque for "Best Booth Exhibit in Show" to O. P. Anderson (l.) of Berger Bros., Philadelphia wholesalers, are Dan Cades (c.) and John Hall of the WRA; (right) WRA Committee: (Seated l. to r.) Dan Cades, Allen Kirby & Alex Haff. (Standing) Charles McCall & John Hall.

The committee for the convention was comprised of: Daniel Cades, chairman, Alexander Haff, Allen Kirby, Harry Stelwagon and Joseph Weinstein. John Phillips was chairman of the Educational Program committee.

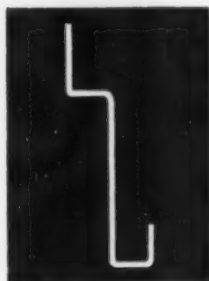
Carolina Roofers

(Continued from Page 14)

College, J. H. Lampe, Dean of Engineering, L. L. Ray, Director of Foundations, and J. F. Pou, Assistant Director of Foundations.

Association officers W. T. Fort, President; R. G. Barnes, Vice-President; Julian McKeithan, Secretary-Treasurer; and the Board of Directors were commended by the Association members for the quality of their work.

Channel Retainers for Asbestos Siding



C-W-F

Illustrated are two dual purpose shingle retainers. They both add beauty to each project while increasing the speed of application.

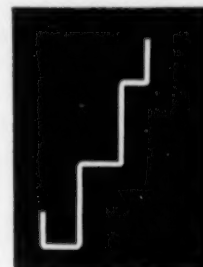
Specify:

C-W-F — An extra wide nailing flange for extra strength and ease of application

. . . OR

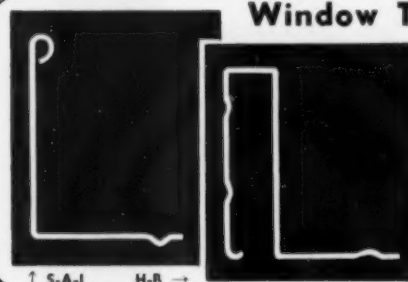
S-R-F — Customer-satisfying shadowliner which enhances new or remodelled homes alike.

Send for Free Samples



S-R-F

Window Trims for Insulated Shake Siding



↑ S-A-I

H-B →

S-A-I — Low cost + speedy application — industry's most popular casement trim.

H-B — Typical of the Langille designs which maintain faster, easier, neater work — every time!

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1954 (9th) Edition of
ROOFING SIDING
& BUILDING
SPECIALTIES
MANUAL—**

Over 150 pages crammed full of valuable information on EVERY phase of your business. Every contractor and dealer will want copies to help him make more money.

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COMPANY

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is a product siding applica-
tors have been looking for.
Will not peel, crack or chip.
Perfect color matches for all
brands of insulated siding.

Contact:

**D & D Metal
Specialties Corp.
BOX 1152,
JOLIET, ILLINOIS**

What's New

(Continued from Page 15)

frame, overall height of 49 inches and load-
ing height of 41 inches. Load capacity is
2000 lbs.

The toolbox has one padlock that protects
the entire box. One man can open or close
both lids from a single position. In locking
the handles pull the covers in tight, where
they lock under the box rim. It is impossible
to open either cover unless locking handles
are released. Due to new type of construc-
tion the tow eye can be placed at any height
(from 24" to 38") to accommodate various
towing trucks.

* * *

12-Ft. Pocket Tape

Evans & Co. now offers a new 12-ft.
pocket-size white steel tape. Until now, says
the firm, pocket tapes have not been available
in lengths exceeding 10 ft.

In addition to the length feature, the new
"White Tape" introduces another major new
distinction. Not only is it marked off in
inches, but it also has a second scale, a
foot-and-inch scale heretofore found only on
long tapes.



The duplicate scales not only give over-all
dimensions in both feet and inches but also
enable quick reading for rougher work. For
very accurate work, the first six inches are
marked off in 32nds.

The conventional scale is calibrated in
16ths of an inch and is marked off from 1
to 144 inches. The other scale is calibrated
in eighths and is marked off 12 inches to the
foot, foot markings being given in white on
black island backgrounds.

The blade itself is of ½"-wide, high-
carbon steel, hardened, tempered and Bond-
erized. Clear, jet-black markings are
distinctly and accurately printed on a snow-
white enameled background. The end of the
blade is fitted with a self-adjusting hook
which automatically: (1) recesses to permit
the tape-end to butt squarely for inside
measurements and (2) pulls out when hooked
over the edge of an object to accurately
line-up the tape-end with the edge of the
object being measured.

* * *

Terne Roofing Bulletins

Contained in the two latest roofing bullet-
ins of Follansbee Steel Corporation is a
detailed description of the physical prop-
erties, design characteristics and user-benefits
of Follansbee Terne Metal roofing.

Each of the new bulletins provide such
essentials as composition of the metal, thick-

Manufacturers & Distributors

Everything for Roofing and
Waterproofing

CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
ROOF COATINGS & CEMENTS
INSULATION
ROLL ROOFING—FELTS—
PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON

Insist on Genuine Durex Products

METROPOLITAN
ROOFING SUPPLIES CO., INC.
286 East 137th St., New York City



CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile
Roofs, Old Slate Roofs, Flat Tile
Roofs, American Method Asbestos
Shingles and French Method Asbes-
tos Shingles and for Metal Roofs

CLASON SNOW GUARDS

Standard for Fifty Years

**THE M. N. CARTIER
& Sons Company**

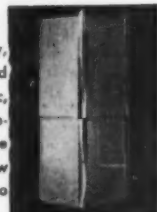
275 Canal Street, Cartier Building
Providence, R. I.

Write us for Roofers Wholesale Prices.

USE KOKOMO KORERS

For Asbestos Siding

They save time and money,
add to appearance and
durability. Made from zinc,
will not rust. Holes pro-
vided for nailing. Some
available in colors! Window
and door frame strips also
available.



Write For Descriptive Literature

BUGHER MANUFACTURING CO.
211 South Main Street, Kokomo, Ind.

ness, terne-alloy coating, mill finish, dimensions, weight, coefficient of expansion and other features including tensile strength and fire resistance qualities. Line drawings are used to illustrate ten applications of terne metal for roof weathersealing.

News

(Continued from Page 17)

of Follansbee Steel Corporation, also operates warehouses at Rochester, N. Y. and Fairfield, Conn. Another warehouse is being constructed in Wallingford, Conn.

Aeroil Awards Bonds For Trade Name Suggestions



From left to right are Frank Cutro, sheet metal worker, of 1254 River Road, Edgewater, New Jersey; Ellen Cable, office personnel, of 83 Fair Street, Hackensack, New Jersey; and Wayne Ridpath, sheet metal foreman, of 428 Lawton Avenue, Cliffside Park, New Jersey.

The Aeroil Products Company, Inc., of South Hackensack, New Jersey, recently awarded three employees for their suggestions in setting up a suitable trade name for a new product to be marketed in the near future. Shown in the photo are the winners receiving \$25.00 bonds from Mr. Irwin Abrams, Treasurer of the Company.

Nichols Wire & Aluminum Co. Names Two Vice-Pres.

Frank R. Nichols, President of the Nichols Wire & Aluminum Company, Davenport, Iowa, recently announced the election of Lloyd E. Batten as Vice-President in Charge of Purchasing and Edward C. Manix as Vice-President and General Sales Manager.

Mr. Batten has been associated with the Nichols Company for 29 years and was formerly Director of Purchases. He is Past President of the Tri-City Association of Purchasing Agents and is the United States Representative on Aluminum for the Non-Ferrous Metals Committee of the National Association of Purchasing Agents.

Mr. Manix was formerly treasurer of the Arms Manufacturing Company and President of the Armsworth Sales Company, South Deerfield, Massachusetts, Nichols' New England representative. In May, 1950, he was appointed General Sales Manager of the Nichols Wire & Aluminum Company.

ALWAYS SAFE and Easy-to-Use

"TROUBLE SAVER" SCAFFOLDING ACCESSORIES

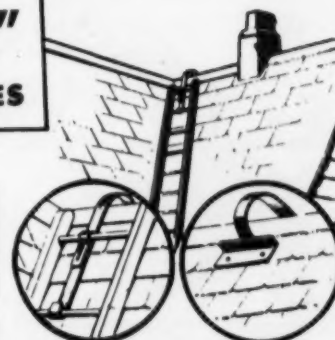
LADDER JACKS



● RAIL-TYPE JACK (left) is extra safe. Side rails of ladder are used for support.



● ONE MAN JACK (right) is sturdy, convenient. Adjusts to any pitch on either side of the ladder.



ADJUSTABLE ROOFING BRACKET



Simple, durable—for all kinds of jobs and any type roofing. Provides a safe staging at any pitch. Proved in use for many years.

"TROUBLE SAVER" SHINGLERS



Can be removed without raising the shingle. Made in two sizes: "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by two nails.

LADDER HOOKS

Once you use it, you'll never be without it. Pivot allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 pounds.

● WRITE for complete information on all "Trouble Saver" Scaffolding accessories.

THE STEEL SCAFFOLDING COMPANY, Inc.

Manufacturers of "Trouble Savers" Since 1912

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INTRODUCING

The Cle-Wit Twins

2 REAL TIME & MONEY SAVERS

THE HI-BOY

AND

THE LO-BOY



THE CLE-WIT LO-BOY

is designed for rapid transfer of "hot" from Firewall to Map Bucket ...the old bucket-at-a-time method is slow and laborious...like the Hi-Boy, this carrier loads quickly with 30 gallons of "hot" thru a wide non-splash port and discharges direct to bucket fast thru 2" draw-off cock...fully insulated to keep hot-stuff "hot"...a trial will convince you...write for literature and detailed specifications.

Price F. O. B. San Francisco \$125



THE CLE-WIT HI-BOY

Hi-Boy taking on load from pump easily, quickly takes 30 gallons of "hot" from pump through wide non-splash loading port, then speedily transfers amount needed to Felt-Layer thru 2" draw-off cock...fully insulated for comfort and heat retention ...an efficient time-labor saver that will pay for itself on one small job ...built to last ...adjusted to proper height for pump & Felt Layer...a boon to roofers.

Price F. O. B. San Francisco

\$125



Transferring "hot" to Felt Layer

CLEASBY-WITTIG CO., Inc.

969 TREAT STREET

SAN FRANCISCO, CALIFORNIA

PAT. NO. 2200400

TARZAN**ROOFERS' MOP**

- More economical
- Longer life
- Permanent handle
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Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

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The liveliest market in the whole, wide building industry. Everyone of the more than 7,000 dealers who subscribe to BUILDING SPECIALTIES is eager to add good products to his line of home improvements.

Write for market data sheet to —

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ASPHALT MOP**
Triple Wire Bound

Especially Constructed for Applying Asphalt
Heated Up to 300 Degrees.

CUPPLES CO.
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Keeps you up to date on happenings in the Asbestos Industry. Given facts about Asbestos, technical developments.
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"ASBESTOS"

808 Western Saving Fund Bldg.
Philadelphia 7, Pa.

Motor Caravan to Carry Mfgr's Nation-wide Sales Promotion



Illustration above shows vehicles used by Bird & Son in carrying out its nationwide sales promotion program to local municipalities. Salesmen stand by with examples of products that are shown to local dealers and distributors.

Bird & Son, Inc., are currently conducting a nationwide sales promotion program in the form of local presentations. The project provides for local meetings with the cooperation of dealers and distributors.

A new technicolor movie narrated by Lowell Thomas opens the program. The film depicts the company's plants

and the manufacturing operations it employs in the production of building materials. The film is followed by presentation of company roofing and siding products.

Several cars have been put on the road to carry the show, which has the full cooperation of the firm's sales organization.

Shingle Sales Talk

(Continued from Page 12)

polite conversation and introduction time to catch the tone of the household. Do the prospects talk heartily about the weather or do they make perfunctory mumbles? Does the husband say, "my wife," or "Mrs. Smith?" Do the parents chase the kids out, or do the offspring play a big part in family decisions? Does the family expect an important phone call? Are you interrupting a favorite television program? If the television set is on, do you know what the programs later in the evening will be, so that you can demonstrate consideration by saying you'll try to be finished in time? Does the husband or the wife take the lead? Are there any evidences of a recent death in the family?

If the roof is bad, and needs immediate repair, do you need to go through your entire demonstration? Or would it not be better to stress your desire to save the customer time? On the other hand, your visit may be taken as the occasion for a pleasant social evening, and it is obvious that the family

is in no hurry to let you go. So relax and enjoy the occasion.

But beware. *Don't relax too much* — not before the contract is signed. You may socialize yourself out of the sale. Suppose the prospects are a childless couple. Don't start expanding about your bright Freddie, age 12, who has the lead in the school play. Childless couples may be made unhappy by other people's pride, or they may consider all children brats. Talk instead about your dog. If they have a cat, you're hardly going to relax into expressing the contempt of a dog man for the selfish feline beasts.

If the sale seems sure, and you are obviously being asked to stay a while for your social charm, remember that the greatest part of charm is the ability to listen. Let them talk, or draw them out. That way your mouth isn't open long enough to get your foot into it, and they'll love you more.

It seems obvious that modesty will prevent your talking too much about yourself. I can talk about my roof and

my problems with it (before my company did a good job on it seven years ago, and there's not the sign of a flaw since, of course) because it's a modest one. If you have a larger house than your customer's, maybe you'd better keep your slide of its new siding job out of the viewer. Some customers don't like to think that they are the source of a fat commission to a man who lives in a fancier house than they do!

And if your job is aluminum, and he can just about afford asphalt, better not let him know about yours—the basic nature of a customer salesman relationship is that the customer must feel superior, and full of the pleasure of favor-doing. So don't be a big-shot—at least until the contract is signed.

All this seems pretty obvious. It is—after you think about it. The important thing is to **get conscious**. Then your renewed social sensitivity will make you a better salesman. And, sure enough, it will make you a better man. In fact, you may even get to size up a social situation, a sharp note in the air, or a spark in the fur, almost as fast as your wife does. Of course, this will take some time and some strenuous "charm-schooling"—after all, women are at it from the age of 5. But a mere man can try, and besides, it's good business.

Nailing It Down

(Continued from Page 5)

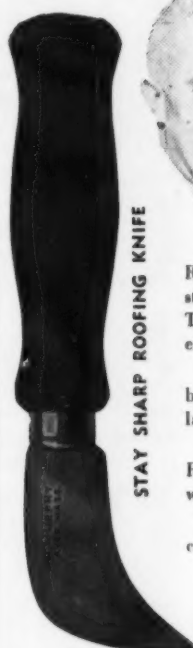
administration and congress will do in regard to the proposals. Certainly changes are in store for the entire FHA program. Much of it has been the source of hot discussion. Whether the changes will be for the ultimate good of all concerned must await the final format in which they will be cast, and, of course, the ultimate test of time.

Sprayed Gables

(Continued from Page 16)

requires no drop cloths for protection of pedestrians below nor respiratory masks for spray gun operators, with only a few inches immediately adjacent to the sprayed area requiring masking or covering.

The roofer predicts that the plastic skin will remain unaffected by weather and extreme temperatures much longer than the five-year guarantee.



STAY SHARP ROOFING KNIFE



**R. MURPHY'S
SONS COMPANY**
AYER,
MASSACHUSETTS

MADE TO DO A SUPERIOR JOB: R. MURPHY stay sharp ROOFING KNIVES

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

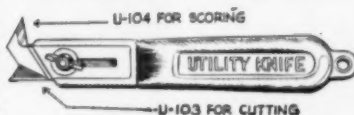
For the *steadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

R. MURPHY *Knives*

A NEW COMBINATION Matched for Perfection



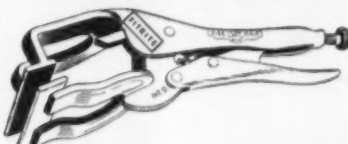
For the cleanest, fastest score-cutting on your insulated siding jobs, use the Modern Utility Knife with these two new blades:

Score the mineral surface with "Fitrite" U-104 Carbide Tipped blade, turn the knife and U-103, a long blade, cuts right through the balance of the insulation.

For asbestos cement materials, just score-cut with the tough, durable U-104.

"FITRITE" 3-WAY CLAMP

A NEW VISE-GRIP MADE EXCLUSIVELY FOR US

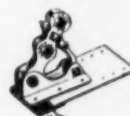


Throat 3 3/4" deep Jaws 3 1/2" x 3/4"
A necessary tool for every sheet metal man.
Use it for on-the-job bending, forming,
straightening and seaming.

Price \$3.55

ADJUSTABLE PIPE SNOW GUARDS

"Fitrite"



3 Pipes 3/4" I.P.S.
Bronze and Gal-
vanized for all
types of steep
roofs—slate, tile,
flat or corrugated
metal and com-
position.

"Protector"



2 Pipes 1 1/2" I.P.S.
Bronze and Gal-
vanized, installed on
old roofs without
removing slate.

ALUMINUM MOP HANDLES



Light weight. Outlasts wood
many times. Unbreakable, eco-
nomical. Will not burn!

Write Dept. "R" for catalogues
and prices. To protect Trade,
please use your printed stationery.

DAVID LEVOW 308 WEST 20TH ST
NEW YORK
TELEPHONE CHelsea 3-2400 J401

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Terne Dates Back

(Continued from Page 25)

into the present century.

This long period during which terne plate was sold as a form of tin plate laid the foundation for widespread misunderstanding of its characteristics—a misunderstanding that still exists to a considerable extent. Actually, the merits of the coating, as distinguished from the base plate, do not stem from the tin content at all. Terne is approximately 20 percent tin; the remaining 80 percent is lead. The only function of the tin is to provide a better bond between the coating and the base plate, for tin or terne becomes an integral part of the steel while lead alone does not.

What we have in terne plate, therefore is the tensile strength of the steel sheet plus the extremely high corrosion resistance of lead. Terne roofs are fire-proof, easy to apply, readily painted in any color, inexpensive, and light enough to eliminate special load-bearing sub-structure.

Terne Roofs for Today's Homes

For many years red oxide paint was so commonly used for terne roofs that many people came to believe that only this paint could be used. It is still one of the best base coats—but the finish coat may be of any color desired. Paint manufacturers today offer a number of paints, in a wide variety of colors, which meet all the requirements for use on terne roofs.

This range of roof colors opens up new possibilities in home beauty. Roof and walls can be in harmony with each other and the whole building can harmonize with its surroundings. When repainting is necessary, the whole house is renewed—you do not have freshly-painted walls and a dull, weatherworn roof. Color schemes can be changed throughout—not merely from the eaves down.

(Courtesy the Carolinas Roofer)

Craft Licensing

(Continued from Page 14)

that the purpose of the association was not to fix prices or to restrict trade competition, but to raise the standard of work, to protect the public and the industry against fraudulent practices, and to win the confidence of the public.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

HELP WANTED

SALESMAN WANTED: UNUSUAL sales opportunity with future management possibility, representing a dependable company with 40 years experience in manufacturing high quality calking, glazing compounds and asphalt protective coatings. Rich, established territory open—Illinois, Wisconsin, Minnesota, Nebraska, Kansas, Iowa and Missouri. Experience and following in the wholesale paint, hardware, sheet metal and roofing trades is desirable but not essential. Salary, commission and expenses, plus full cooperation from a seasoned, sales-minded home office. Please send full details in first letter. All replies confidential. Box 376, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

MANUFACTURERS REPRESENTATIVES: WE manufacture a complete line of aluminum trims for use with siding and roofing, selling only to wholesalers, presently in western states. Wish representation in territory between Rocky Mountains and Mississippi River—representatives to be headquartered preferably in Kansas, Texas and Colorado. Address inquiries to Box 374, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

SITUATIONS WANTED

MAN WITH 21 years experience in complete management of Home Improvement Co. including Industrial work, seeks permanent position with well established concern. Write Box 378, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

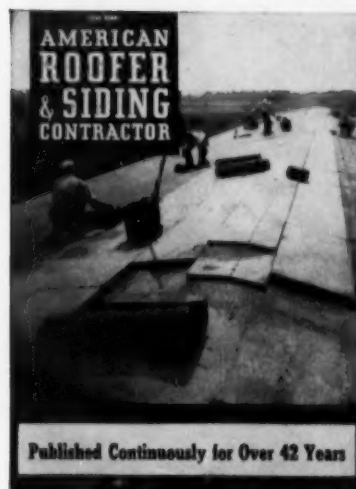
EXECUTIVE SEEKS MANAGEMENT or highly responsible position with progressive Roofing and Sheet Metal firm in large community, specializing in industrial and public works, both new construction and high class repair maintenance. Age 42—excellent character, good personality, 20 years executive experience with one large firm in all management phases, estimating, sales and supervision. Best references. Replies strictly confidential. Write Box 375, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y.

FOR SALE

FOR SALE: OLD established, thriving manufacturing business and plant of roof coatings. Located in city in Central New York State. On a main thoroughfare and railroad siding. Address inquiries to Box 377, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

Use the MARCH NERSICA and NRCA SHOWS issue of AMERICAN ROOFER & SIDING CONTRACTOR

for your complete convention promotion



Your SHOW-IN-PRINT in this issue will work for you for many months ahead

Traditionally — the March Show and Convention Issue of AMERICAN ROOFER & SIDING CONTRACTOR is the guide and directory of the proceedings and displays at both shows. All the eyes of the entire industry are focused on it — and on your message. What is more, this issue is kept and referred to by your contractor-buyers for many months ahead for its solid buying and new line reference text.

- If you are exhibiting, be sure to include your invitation to contractors to visit your display and show headquarters.
- If you are not exhibiting, your advertising will become a "Show-in-Print."
- The March Issue will reach our readers BEFORE they leave for the shows — to enable them to make up their list of exhibits they MUST visit.

TAKE SUFFICIENT SPACE TO DO YOUR COMPLETE CONVENTION PROMOTION. USE THIS ISSUE AS YOUR SPRINGBOARD FOR THE BIG SELLING SEASON AHEAD. PHONE OR WIRE YOUR ADVERTISING SPACE RESERVATION — NOW!

Direct your message TO A VITAL AUDIENCE ...AT A CRUCIAL TIME!

The readers of AMERICAN ROOFER & SIDING CONTRACTOR are the buying executives of the top, specialized roofing and siding contractors of the country . . . the men, from coast to coast, who decide and who specify the lines to be carried. No other publication delivers this complete, specialized audience. Besides the thorough national coverage of this specialized audience . . . the March issue will also be distributed from the "Roofer's" booth at the strategic point where contractors arrive at the show. Right now . . . before the opening of the biggest selling season of the year . . . you have the ideal opportunity to sell the entire, concentrated army of your potential buyers . . . in the big March show issue!

AMERICAN ROOFER & SIDING CONTRACTOR

CCA *The most powerful selling force in this field*
425 FOURTH AVE., NEW YORK 16, N. Y. • MU 3-6280



**this proved
warranty**



**this recognized
name**



**this powerful national
advertising program**

ADD UP TO A BIGGER THAN EVER



FOR ASPHALT-ALUMINUM ROOF PAINT AND COATING JOBS

The best product . . . the best promotion — that's the combination that will sell more roof paint and coating jobs for you this year. "Mister Peepers" will tell your customers and prospects about *Liquid Aluminum* on Sunday evenings over NBC-TV; colorful ads in national magazines will repeat the story in city and rural markets; powerful trade ads will carry the *Liquid Aluminum* story to your industrial prospects. Yes . . . everybody will be learning *more* about the superior,

long-life, low-cost, one-coat roof protection offered by Asphalt-Aluminum Roof Paints and Coatings that carry the *Liquid Aluminum* name and Warranty Seal.

Liquid Aluminum roof paints and coatings are made to approved minimum standards by many leading paint manufacturers. If your present sources can't supply you, write for names of manufacturers. Reynolds Metals Company, 2512 South Third Street, Louisville 1, Kentucky.

This advertisement appears in the interest of the Paint Industry of America